4 In Business

1 Vocabulary

Choose the odd word out in each group.

1 away from the office business trip / lunch / hours
2 written down business plan / card / partner
3 finance business interests / investment / studies
4 a person business correspondent / contact / community
5 discussion business deal / district / meeting

Talking about business

2 Complete the bold phrases with the words from the box.

exploiting flout influence low volume privately profits specialist tailor-made wield

1 Employees can ____________ power over businesses by taking strike action.
2 We predict a ____________ of sales in Switzerland.
3 Wealthy companies have the power to ____________ governments.
4 The transport system is ____________ owned and operated, not government-run.
5 Fair trade businesses avoid ____________ developing countries.
6 When a business ____________ it has to pay tax.
7 Big businesses must not be allowed to ____________ agreements.
8 Niche businesses succeed by offering ____________ products and ____________ services.

Expressions with business

3 Order the words in brackets.

1 A So, Emma, what are they paying you in your new job?
B (business mind own your)! 
2 A (down to let’s business get) .
B OK, what’s the first item on the agenda, Chris?
3 A The new director has announced a total restructure!
B (certainly he business means) .
4 A Oh dear. Greg’s in trouble because he’s asking too many questions.
B That’s what you get for (your sticking nose somebody business in else’s) .
5 A I wonder what Megan said when she fired Ross...
B (none your business it’s of)!

Business metaphors & describing data

4 Complete texts 1–6 to match the data in the graphs.

1

P __ mm __ sales of cereal
Sales of cereal have ____________ d
d ____________ il ____________ over the last year. Market analysts believe that sales will continue to ____________

2

Data storage firm’s profits ____________ p due to s __ r in internet usage
Telecentral is enjoying a
__________ in profits thanks to the ____________ popularity of social networking sites over the last quarter. Profits are ____________ by 12.5%

3

European stocks ____________ at start of week
A ____________ in consumer confidence meant that the value of European shares was ____________ at the start of the week. The value quickly recovered on Tuesday.

4

Tourist numbers b __ c back as airline taxes are slashed
An initial ____________ p in air ticket sales has been followed by a dramatic turnaround. The number of aeroplane passengers is now growing at a ____________

5

Heatwave signals a b __ in BBQ sales
Due to the heatwave sweeping the country, BBQ sales are ____________ b ____________ and there has been a recent ____________ g ____________ in the number of garden seats sold.

6

Bubble b __ s on dotcom industries
A ____________ d ____________ in sales of shares in the dotcom industry has recently led industry experts to predict an imminent ____________ in this sector.
**Vocabulary extension**

Verbs for doing business

**Bring it together**

7 Match 1–10 to a–j.

1 The offer he made me was too good to
2 The warehouse was full so the company decided to
3 Mia accepted she would have to
4 If our sales don’t start to
5 The novelty of having his own business started to
6 The building of a power plant in the town is likely to
7 We think it’s important to allow our customers to
8 In order to put on the exhibition, the museum needed to
9 There’s a danger that laptops will begin to
10 Sometimes successful entrepreneurs agree to

a go out of fashion as tablets gain in popularity.
b turn down. So I accepted it and sold my business.
c try out a range of products before they decide which to buy.
d drag down house prices.
e run down their old stock.
f collaborate with several international art galleries.
g give up total control of her business if she had a business partner.
h invest in a new business on condition that they are given a share in the company.
i pick up soon, we might have to consider lowering prices.
j wear off when he realised how long the working hours were.

5 a Look at the photo of shipping container shops. Why do you think these are popular with

a) shopkeepers?

b) customers?

b Listen to the story about Ryan’s footwear business and check your ideas.

6 a Listen again. Are the sentences true or false?

1 Ryan had to run down old stock because he wanted to buy new stock.
2 Ryan decided to turn down an offer of a business loan.
3 Ryan was happy to give up control of his business.
4 Ryan didn’t want to invest a lot of money in business premises.
5 The cost of renting Ryan’s premises dragged down his profits.
6 Ryan didn’t want to try out new business ideas.
7 He collaborated with local artists to design his new range of footwear.
8 Ryan’s sales are beginning to pick up.
9 Ryan doesn’t think that the popularity of the container ship shops will wear off.
10 He has noticed that things rapidly go out of fashion in his location.

b Underline one phrasal verb in each sentence in 6a.

8 Correct the words / expressions in bold.

**Fast fashion slows down**

A century ago, an office worker in the Western world spent the same on clothing as on rent each year. Nowadays, the average EU household spends significantly less on clothes. This goes hand in hand with a falling in price-per-item. Since 1996, overall clothing prices have plummeted, despite inflation of around 2.2% which would normally result in a significantly rise in price.

The slumped in clothing retail prices is partly a result of multination corporations outsourcing production to countries where manufacturing costs are cheaper. Retailers have been able to offer low cost clothing and at the same time avoid their profits being dragged out. But rising consumer awareness of the origins of clothing has reduced the exploits of workers in developing countries, and companies that floating employee law get a very bad press. This trend, combined with a lack of foreign invest in manufacturing destinations, suggests that the balloon will be bursted on the cheap clothing industry.

Low clothing prices have been accompanied by a perceptive decline in clothing quality. In 2008, 80% of all donated clothing was in good enough condition to be used secondhand. In 2011, there was a drop slight to around 70%. In the same period, a lowly volume of clothes was donated for recycling, while the amount of discarded clothing soared. Now it is predicted that clothing prices will not only picking up, but consumers can also expect better quality.
Grammar
The passive voice

1 Choose the correct options.
1 The da Vinci Institute was / has been founded in 1986 to promote the Arts.
2 Since 2011, 200 new jobs have been / were created locally.
3 The office photocopier is being / is repaired at the moment.
4 In my last company, invoices are / were sent out at the end of the month.
5 Any business needs to be / being marketed effectively in order to succeed.
6 The cake company Chocaholics had been / has been run from Dawn Phillip’s kitchen until 2010, when the business grew sufficiently for a commercial kitchen to be / being rented.
7 The Business Studies school will be / was opened by the mayor in two months’ time.

2 Write passive sentences with by to focus attention on the agent.
1 Bill Gates has invited entrepreneurs to invent a toilet to improve the world’s sanitation problems.
Entrepreneurs have been invited by Bill Gates to invent a toilet to improve the world’s sanitation problems.
2 McDonald’s reported a steep fall in profits last year.
3 Car owners will experience a rise in fuel prices next month.
4 The government is offering tax relief for start-up businesses.
5 Mark Zuckerberg had invented Facebook by the time he left university.
6 Niche organic vegetable growers have criticised farmers who use pesticides.

3 Delete by + agent where the agent is not important, or is obvious.
1 This autobiography was written last year by me.
2 Virgin airlines was established by Richard Branson.
3 All of our classes are taught by qualified teachers.
4 Unwanted items are often sold on eBay by people.
5 The ceremony was attended by over a million people.
6 The new office block was completed quickly by builders.

4 Complete the text with a form of the verb in brackets.

How social media can help your business

Often, freelancers (1) advise to take advantage of social media in order to market their business, but they regularly (2) fail to take advantage of this opportunity. Ignoring social media can be dangerous:

- It’s possible that your company (3) discuss on social media currently: but if you (4) not involve, you’re not in control of your brand image.

- If you’re not on social media, you won’t (5) find. Prospective employers now ask social media users about service providers. Usually, those already on Twitter (6) recommend.

5 Write passive questions 1–6 which are answered by the information in bold.

Careerscoach was set up by Julie Stark (1)six years ago. Julie has a strong background in business. Before going it alone, she had been employed by (2)multinational corporation Redblock as Director of Recruitment, which developed her expertise in matching individual skills to positions. Included in a one-to-one consultation with Julie is (3)business plan advice and suggestions for (4)business networking. Consultations will be held either at Julie’s (5)business premises or, if time is short, over the phone. Julie’s office is located in the (6)centre of Birmingham and is within easy reach of public transport. Careerscoach is regulated by the (6)government business start-up organisation.

1 When?
2 Who?
3 What?
4 Where?
5 Where?
6 Which?
Speculating about the future

6 Look at the graph. Complete predictions 1–6 about the music industry. Use modal verb + be + ing or modal verb + have + past participle. Correct one wrong prediction.

Music industry predictions

1 By 2023, music retailers’ profits ____________________(will / halve) from £40 million to £20 million.
2 In 2022, income from digital streaming and music sold via social media ____________________(might / increase), while income from other types of sales _____________________ (may / decrease).
3 Between 2016 and 2018, profits from music sold via social media __________________ (could / grow) at a steady rate.
4 In 2020, consumers __________________ (may / buy) more music downloads than CDs.
5 By 2024, profits from CD sales ______________________ (will / drop) by £5 million pounds.
6 By 2022, profits from digital streaming __________________ (might / double) from £15 million to over £30 million.

7 a Order the words to make sentences about the future. Start with the word in bold.
1 around be cars certainly driving electric in We won’t.
2 as Competition definitely for grows increase jobs population the will.
3 There’s chance Kara a that will job good from month her next resign.
4 from choose home flexibly More people probably to will work.
5 and place may nurses of Robots take teachers the well.
6 Business fashion go networking of out probably sites won’t.
7 age as for increase live longer could of retirement possibly The we.
8 Graduates attract the top are universities job from sure to most offers.
9 not Without a strategy clients to are you marketing new going attract.
10 of not Her as has she a may number competitors business large succeed.

b Change the sentences in 7a to make them more or less confident.

8 Complete the article. Use one word in each gap.

Residents of the UK are used to the sight of fields of crops dominating their view of the countryside in the summer months, but by 2060, these may well (1) ____________ been replaced by more exotic alternatives. Due to global warming, experts predict that the UK’s climate is (2) ____________ to become similar to that of Madeira, and in order to generate profits, farmers are (3) ____________ to have to grow different crops. The Madeira effect, as it’s (4) ____________ dubbed, is going to sweep up from the south-west of Britain, experts say. The effects on the climate are (5) ____________ to be uneven between the east and west of the island. By the year 2060, the population in the west of the UK (6) ____________ be experiencing warm, wet weather, whereas the east may (7) ____________ have bad summers and winter droughts. But what sort of crops are likely to (8) ____________ to be uneven between the east and west of the island. By the year 2060, the population in the west of the UK (6) ____________ be experiencing warm, wet weather, whereas the east may (7) ____________ have bad summers and winter droughts. But what sort of crops are likely to (8) ____________ to be grown? Taking the fertile landscape of Madeira as a guide, vegetables such as apples and potatoes (9) ____________ die out. Instead, fruits like papaya and pineapple could (10) ____________ be grown. There’s a good (11) ____________ that productivity will also decrease, as some land will need to be rested for some of the time. British farmers have (12) ____________ begun to learn from their Madeiran counterparts – Madeiran wheat varieties are already being grown to the south of London.
FUNCTIONAL LANGUAGE
Confirming & denying information
1 a 4.2 Listen to the conversation between Chin Ho and Eugene. What is their relationship?
   b Listen again and number the expressions in the order you hear them.
   a It’s the first I’ve heard about it.
   b I’d have to confirm that.
   c There has been some mention of...
   d I’m not aware of...
   e I’m not sure I follow you.
   f It certainly seems that way.
   g I’ve been told...
   h That’s not my understanding of it at all.

LISTENING  Recognising opinion

1 Look at the photos. Would you rather read or listen to a book? List the reasons why.

2 a 4.3 Listen to the introduction to a radio programme about audiobooks.
   1 Have sales of audiobooks increased or decreased?
   2 Was the news about audiobook sales expected?
   3 Which two questions does the presenter ask?

   b 4.4 Listen to the rest of the programme. Match the speakers to their jobs and their general opinion.
   1 Claude  a author  a dislikes audiobooks
   2 Matthew  b editor  b is neutral about audiobooks
   3 Grace  c presenter  c likes audiobooks

3 a Listen to the programme again. Complete the opinions.
   1 Matthew Well _______, audiobooks have received some welcome publicity lately...
   2 Claude But _______ one advert can’t give audiobooks a facelift on its own?
   3 Matthew Oh, I wouldn’t _______ _______.
      At present, audiobook publishers rely on the publicity for the print version, _______ _______ _______ _______.
   4 Grace Well Claude, _______ from a financial point of view, I’m thrilled that sales are healthy, but as an author, I _______ the characters I create should speak directly to the reader.
   5 Grace The _______ _______ that with an audiobook, the actor’s voice gets in the way somewhat.
   6 Matthew ... I’m a huge fan of your books. _______ _______ _______, though, that actors’ voices stop you imagining the characters.
   7 Grace ... basically I _______ the traditional book format.
   8 Matthew And _______ _______ _______ that audiobooks are far richer than print books?
   9 Grace ... people have tried to become better educated. _______ _______ _______ people making an effort to read for pleasure?
   10 Matthew Gosh, _______ _______ _______ _______ _______ _______ _______ people who don’t have time to read at least listened to an audiobook ...

b Match the opinion expressions in 3a to categories 1–4.
   1 Challenging another person’s views
   2 Expressing uncertainty
   3 Adverbs
   4 Statements of preference

4 Listen to the programme again. True or false?
   1 Matthew is pleased about the mobile phone advert.
   2 Matthew thinks audiobooks don’t get much publicity.
   3 Grace is unhappy about sales of her book.
   4 Grace likes the connection between print books and history.
   5 Matthew would prefer that people listen to books than nothing at all.

STRATEGY  Opinions sometimes start with phrases such as I feel, I believe, I prefer. Sometimes, the opinion is not expressed so directly. Listen for adverbs, e.g. Fortunately, Surely, which suggest how a speaker is feeling, and idiomatic phrases which express an opinion, e.g. I’m not convinced that... / The trouble is...
**International Language Schools: Report on Great Knighton**

(a) The aim of this report is to evaluate the success of 23–27 Ivy Villas, Great Knighton, as premises for a new language school which was opened last year. The findings of the report have been informed by a survey of more than 1,000 students who have attended the language school this year.

(b) Ivy Villas is situated on the edge of town. It takes approximately half an hour to get to the city centre on foot and a little over forty minutes to reach the station. This is considered inconvenient by the majority of students interviewed. The premises are, however, in close proximity to a large residential area. The survey reveals that the majority of the students’ host families live here, so that students don’t have to travel very far every day to get to school.

(c) 23–27 Ivy Villas are three separate buildings, each with around 20 rooms arranged over three floors. The survey shows that this may present issues for disabled students who attend the school. The buildings are architecturally sound, but clearly not purpose-built. Students’ expectations seem to be that a school would include dining facilities but the current layout doesn’t accommodate these.

(d) To conclude, although it would be preferable for Ivy Villas to be closer to the city centre and transport links, the proximity of a residential area is undoubtedly an advantage. However, it is generally felt that the building itself is not entirely fit for purpose. The installation of some lifts would improve access for the disabled and a change of layout may allow for a canteen to be built.

**STRATEGY** When writing a formal report, ensure that

- it has an introduction and a conclusion.
- the introduction explains the context / background.
- the conclusion summarises the main points (including any relevant data from surveys, questionnaires or graphs).
- each paragraph has a clear purpose.
- you use the passive voice, modal verbs and distancing expressions to achieve a formal tone.
- you don’t include personal opinions.

1 a Read the report. Then read the Task below. Complete 1–5 with the words from the box.

<table>
<thead>
<tr>
<th>findings</th>
<th>layout</th>
<th>location</th>
<th>suitability</th>
<th>survey</th>
</tr>
</thead>
</table>

**TASK** The international chain of language schools that you work for wants to evaluate the success of their new school in Great Knighton. Prepare a report. Please comment on:
- the (1) ___________ of the premises in the town.
- the (2) ___________ of the premises and its (3) ___________ for a range of students.
Use results from a (4) ___________ of the students at the school. Summarise your (5) ___________.

1 b Match the headings to paragraphs 1–4 in the report.

<table>
<thead>
<tr>
<th>Buildings</th>
<th>Conclusion</th>
<th>Introduction</th>
<th>Location</th>
</tr>
</thead>
</table>

2 Look at phrases a–g in the report, focusing on the bold words / phrases. Match them to phrases 1–7.

1 It takes roughly half an hour
2 What this report is trying to do is...
3 it could be quite tricky for disabled students
4 it’s definitely a good thing that there are houses close by
5 Most students think that this is difficult
6 very close to a lot of houses
7 these rooms don’t fit into the existing buildings

3 a Read the report again. Circle examples of

1 the passive.
2 modal verbs.
3 distancing expressions.

b What is the function of the language forms in 3a that you circled? Is the register of the report formal, neutral or informal?

4 Complete statements 1–3.

1 The survey r ___________ that the majority of the students’ host families live here.
2 The survey s ___________ that this may present issues for disabled students who attend the school.
3 It is generally f ___________ that the building itself is not entirely fit for purpose.

5 Imagine you work for a language school which has opened in a town that you know well. Write a report following the instructions in the Task in 1a.
**Progress Test 2**

**Grammar & Vocabulary (25 points)**

1. Rewrite each pair of sentences using it. Make it refer forward in the first sentence and backwards in the second. (10 points)
   
   **0** To gain work experience is necessary. *It’s necessary to gain work experience.*
   Gaining work experience helps you to get a job. *It helps you to get a job.*
   
   **1** To take a break after an hour of work is important. Taking a break helps you to focus.
   
   **2** That we monitor John’s work is essential. His work is of a low standard.
   
   **3** To meet tight deadlines is challenging. But meeting deadlines is part of the job.
   
   **4** Asking Craig to write the report is a good idea. Writing reports is his strength.
   
   **5** To be able to multi-task is vital. The ability to multi-task allows us to get more done.

2. Make the sentences less direct or less certain using the words in brackets and the passive voice. (5 points)
   
   **0** The new railway line will create jobs. (report, could)
   It is reported that the new railway line could create jobs.
   
   **1** Robots complete manual tasks more quickly than humans. (believe, can)
   
   **2** You damage your eyes by staring at a computer screen. (apparently, may)
   
   **3** The airport will be expanded next year. (think, might)
   
   **4** The new science park will be finished by 2025. (seems, may well)
   
   **5** Sales of ebooks suggest that more people are buying ereaders. (would, probably)

3. Complete the sentences with the correct form of one word from each box. (10 points)

   - bounce catch generate
   - back fashioned favour
   - lose low old
   - on profits volume

   **0** Since taking so much time off, Alex has *lost favour* with his boss.
   *lost favour*
   
   **1** After a bad month, the business has *______________ ______________*, and is now stronger.
   *low strength*
   
   **2** Yoga has *______________ ______________*, as people become more stressed at work.
   *catches on*
   
   **3** Our income is down, due to the *______________ ______________* of sales in key markets.
   *loss volume*
   
   **4** The care home failed to *______________ ______________*, so it was closed down.
   *lose back favour*
   
   **5** Writing letters is so *______________ ______________* nowadays.
   *low fashioned on*
LISTENING (25 points)

1 Listen to the conversation. Choose the correct option a–c. (4 points)
The main topic of Marcela and Tony’s discussion is
a  capitalism.
b  the environment.
c  recycling.

2 Listen again and answer with one word. (21 points)
1 In which country can you see the fish-filled phone boxes?

2 How many artists make up the ‘goldfish club’?

3 What piece of technology does everyone have nowadays, according to Tony?

4 What can useless things also be, in Tony’s opinion?

5 In eco-capitalism, what is converted into money, according to Marcela?

6 What will be decreased if big businesses work with recycling companies?

7 What does positive publicity attract, as well as money?

WRITING (25 points)

1 a Complete the words in the email. (8 points)

b Find two things in the email that Professor Trump would like Jun Liu to do. (2 points)

2 Write an email from Professor Trump to another student. (15 points)
Include:
• an offer of a place on the course.
• help with accommodation.
• details about work experience, as an attachment.
• an offer to talk about a tutorial scheme for international students.