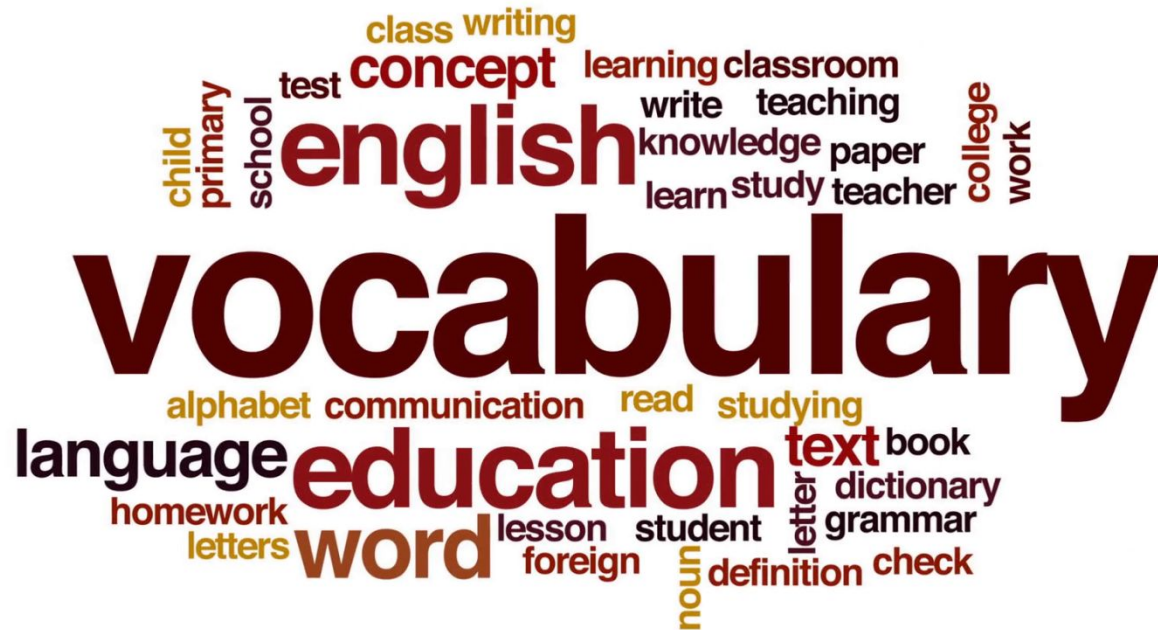


BUSINESS

Выполнила: Винокурова Полина, ФЛФ БА-ПО-РИЯ-15

Vocabulary





Complete the CV with appropriate action verbs from the boxes

1 _____ corporate clients by phone and 2 _____ incentive travel programmes to Boards of Directors

3 _____ and 4 _____ new sales reps

5 _____ sales targets for every month and 6 _____ annual objectives by twenty per cent

contacted ,recruited, exceeded, met , presented, trained

7 _____ sales materials and 8 _____ innovative advertising campaigns 9 _____ and 10 _____ a team of 40 telesales operators 11 _____ a working party and 12 _____ proposals for a new e-commerce division

Chaired, designed ,managed ,drew up, motivated, implemented

Decide which verbs from the box can refer to people who ...

- 1 are currently enjoying having no work
- 2 lost their jobs due to poor company performance
- 3 are making positive career moves
- 4 are leaving a job they were unhappy with
- 5 are making a geographical change
- 6 lost their job due to disciplinary problems

to be laid off, to quit, to be on assignment, to be promoted, to be suspended, to be resting, to be made redundant, to be transferred, to take a sabbatical, to give in your notice, to be dismissed, to join a company

Use the action verbs from the box to complete this email cover letter



Dear Mr Crouch

Having (1) _____ objectives and (2) _____ sales records in all my previous positions, and recently (3) _____ my MBA in marketing at Warwick University, I feel I am an ideal candidate for the position of European Sales Manager at Starfield Nightclubs.

In my last job as senior sales representative for Roxy Entertainment Ltd., I (4) _____ new products for teenage customers, (5) _____ sales staff, and (6) _____ the membership management system. Over a two-year period, I more than (7) _____ average revenues per venue.

Nightclubs are a highly competitive sector of the entertainment industry, and I am certain I have the skills to (8) _____ market share and (9) _____ Starfield's profitability.

I would be happy to (10) _____ my ideas in more detail at interview, and I will call you early next week to arrange a meeting. If you have any questions, please feel free to contact me before then. Thank you for your time and consideration.

Yours sincerely,
Kiara Pointer

broken
capture
developed
doubled
exceeded
modernized
obtained
optimize
present
trained

Here are some facts about Nokia. Complete the sentences with the correct words

1. Nokia _____ on buses in Finland.	advertisements / advertises
2. Nokia has _____ on buses in Finland.	
3. Nokia _____ the Lumia 800.	products / produces
4. The Lumia 800 is one of Nokia's _____.	
5. Nokia _____ a lot of telephones in China.	sales / sells
6. Nokia has large _____ in China.	
7. There are 132,000 _____.	employees / employs
8. The company _____ 132,000 people	
9. Motorola is one of Nokia's _____.	competitors / competes
10. Nokia _____ with Motorola in the mobile phone market.	
11. Texas Instruments is one of Nokia's _____.	suppliers / supplies
12. Texas Instruments _____ Nokia with parts for mobile phones.	

Complete the table of word families



Verb	Noun	Person	Expressions
sell	sales		sales figures
compete			competitive prices
	advertising advertisement		advertising campaign
employ			self-employed
		producer	productivity bonus
	gadget gadgetry	gadgeteer	kitchen gadgets

GRAMMAR



try to put all the sentences below into the correct present tense. Usually only one tense is possible

- A typical staff member still _____ (do) over 25 hours' overtime every week even though they are told not to
- According to today's news, the Chinese stockmarket _____ (crash).
- Only older consumers usually _____ (buy) our products.
- As we speak, our stock price _____ (slip) behind the rest of the market.
- At this very moment many employees _____ (think) about quitting. Brand recognition _____ (only creep up) at the present time, despite a lot of spending on marketing.
- Commercial rents _____ (grow) by at least ten percent every single year.
- Costs _____ (currently escalate).
- Costs of supplies _____ (climb) every time that the exchange rate drops.
- Demand for luxury products _____ (drop) due to the current recession.
- Demand for our products almost always _____ (peak) when the economy is doing badly. The current economic outlook is good.
- Hacking attacks _____ (shoot up) at the moment.
- In the present market, wages _____ (soar) even though economic growth isn't so high.
- Many employees _____ (leave) in March every year.
- Our brand image _____ (get worse) these days due to some recent scandals.

Fill in the blank with the correct preposition



1. We would like to make up _____ our delay. You will receive free shipping on your next order.
2. If you were not satisfied _____ the items that you received, please return them and you will receive a full refund.
3. I'm calling to complain _____ one of your employees who was very rude.
4. We are investigating the issue to see which department is _____ fault.
5. Due _____ our current situation with our online system, all our shipments will arrive three days later. Sorry for the inconvenience.
6. Thank you _____ your quick response regarding the raw steel you received.
7. _____ reference to invoice #84023765, there was an error on the quantity. Instead of 25 pieces, the quantity in the box is 250 pieces.
8. I don't know what the issue is. _____ fact, I'm sure that the issue is with shipment and not the financing department.
9. _____ behalf of our president, I would like to apologize for the vice-president's behavior at the meeting.
10. We are very sorry _____ your items that arrived broken.

PRONUNCIATION



The letters *th* can be pronounced in two different ways θ (as in think), and δ (as in the). Listen to these words and put them in the correct row.

think	the	bath	thank	this	theatre
that	other	month	three	there	thirty

θ	<i>think</i>
δ	<i>the</i>

Where is the stress in these words? Listen and put them into the correct column, as in the example.

recruitment	India	figures	remain	period	diagram
Japan	compare	consumer	segment	percentage	column

●○

○○●

●○○

○○●○

.....

.....

India

recruitment

Look at some of the vocabulary from this unit section. Put the words in the correct column according to the stress pattern, as in the example.

unemployed	accountant	manufactured	company
recruitment	optimistic	pharmaceutical	psychology
interview	redundant	psychological	responsible
information	secretary	fortunate	confident

- ○ ●
.....
- ○ ○ *interview*
.....
- ● ○
.....
- ○ ● ○
.....
- ● ○ ○
.....
- ○ ● ○ ○
.....

Look at these phrases. Which ones can be contracted? Which ones have two different contracted forms? Write the contracted forms, then say them.

e.g. *I am not – I'm not*

	A	B
1	I am not	I have not got
2	She is not thirty	She has got thirty
3	I want to sell	I will not sell
4	Who will work	Who is working
5	We will buy	We buy
6	I liked	I would like
7	Would you like	Do you like
8	They are not	There are not



In spoken English many words are contracted. Look at the sentences below and decide which words to contract.

1 I am arriving in Hong Kong on Friday.

I'm arriving in Hong Kong on Friday.

2 Where is he staying?

.....

3 When is she due back?

.....

4 You are welcome.

.....

5 No thanks. I will call back later.

.....

6 I am afraid she is out this afternoon.

.....

7 He is in a meeting this morning.

.....

8 He has got a meeting this morning.

.....

THE END

