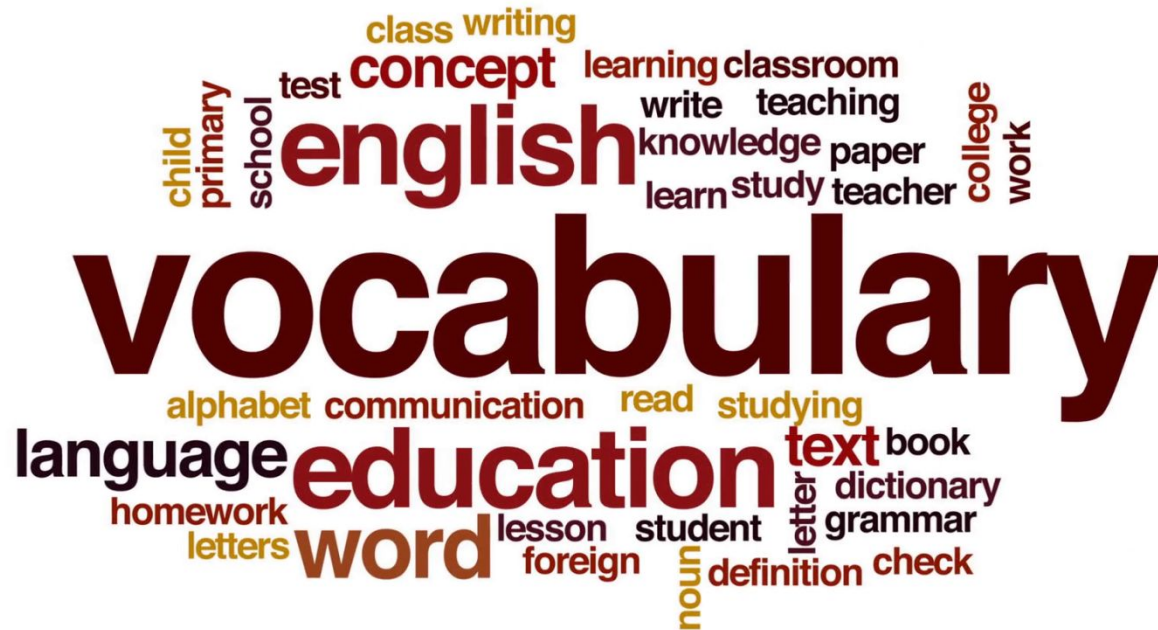


# BUSINESS

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.	<b>advertisements / advertises</b>
2. Nokia has _____ on buses in Finland.	
3. Nokia _____ the Lumia 800.	<b>products / produces</b>
4. The Lumia 800 is one of Nokia's _____.	
5. Nokia _____ a lot of telephones in China.	<b>sales / sells</b>
6. Nokia has large _____ in China.	
7. There are 132,000 _____.	<b>employees / employs</b>
8. The company _____ 132,000 people	
9. Motorola is one of Nokia's _____.	<b>competitors / competes</b>
10. Nokia _____ with Motorola in the mobile phone market.	
11. Texas Instruments is one of Nokia's _____.	<b>suppliers / supplies</b>
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  $\theta$  (as in think), and  $\delta$  (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

$\theta$	<i>think</i> .....
$\delta$	<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
<del>interview</del>	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*

	<b>A</b>	<b>B</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

