



# BUSINESS OPPORTUNITIES

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Vicki Hollett

Student's Book & Work Book

Oxford University Press



Trường ĐHCN HN  
Tổ Du Học

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# I Jobs and Responsibilities



## OBJECTIVE

to get acquainted with other business people

## TASKS

to introduce yourself to new business contacts

• to exchange information about jobs and responsibilities

• to discuss management styles and work methods

• to set objectives for your English studies and plan how to achieve them

• to describe a company's chain of command

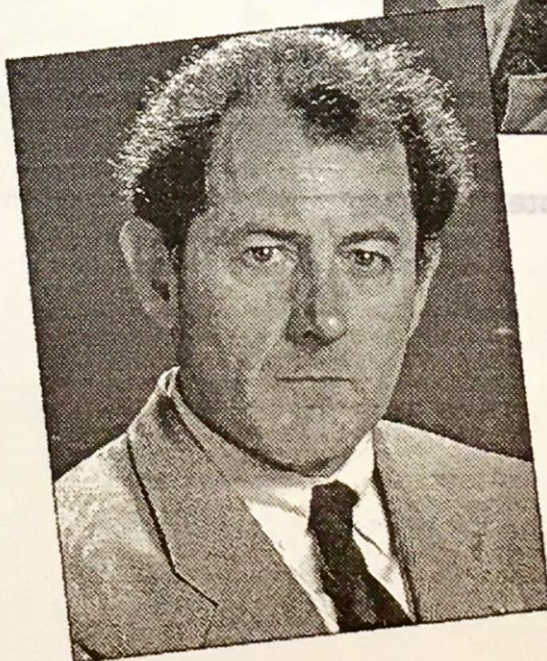
## PRESENTATION

I Read what these people have to say, then introduce yourself to other members of the class in similar ways.



Welcome to Tokyo. I'm Minoru Murofushi, the President of the Itochu Corporation, so I'm responsible for the overall performance of the group.

Bernd Setzkorn. Pleased to meet you. And this is Ferdinand Klatt. We work in Eberswalde. It's about thirty kilometres north-east of Berlin.



Hello. I'm Bernard Cazals, the Personnel Director of the Pernod Ricard Group. I'm based in Paris but I travel a lot.






Good afternoon. I'm Lisa Schadevald. I work in the Shareholder Services Section of Minnesota Power in the USA. It's my job to answer questions from our shareholders and solve any problems they have.

How do you do? My name's Anke Rohland and I'm in charge of the welding department here at PCK in Schwedt. Let me introduce you to two of my staff ...



**2**  Now listen to some more people meeting one another and make notes in the chart below.

	Conversation 1	Conversation 2	Conversation 3
Is this the first time they have met?			
Where do you think they are?			
What nationalities do you think they are?			

**3** Look at these sentences from the conversations. Study the verb forms in bold print. For each one, say whether the speaker is talking about the past, the present, the future or a mixture of times. (Don't worry about the name of the tense – just think about the time.)

*Have you been waiting long?*  
The speaker is talking about the past and the present.

- 1 Have you been waiting long?
- 2 How was the flight?
- 3 The meeting starts at three.
- 4 I intend to take you to your hotel first.
- 5 We're going to take a taxi.
- 6 We're looking for Bernd.
- 7 Have you seen him?
- 8 We plan to install a video suite in Milan.
- 9 He'll be happy to show you round when he gets back.
- 10 Will he be long?
- 11 We met at last year's conference.
- 12 I live here in Alicante.
- 13 I'm leaving tomorrow morning.
- 14 If you had more time, I'd take you sightseeing.
- 15 I hope to come back soon.

For information on English tense forms, see the Grammar and Usage notes on pages 170–188.



# ANSWER KEY

## 1 JOBS AND RESPONSIBILITIES

### 1 Making contact

- A** Conversation 1, Mark and Karl:  
j, c, f, m, a, d, i  
Conversation 2, Josef and Sarah:  
l, h, e, b, k, g, n

- B** Conversation 1 is more formal.

### 2 A first meeting

- A** 2 f 3 e 4 a 5 b 6 g 7 c

### 3 Prepositions

- 1 of 2 to 3 to 4 of 5 for  
6 round 7 of 8 of 9 in 10 at  
11 of 12 with

### 4 Word stress

- B** 1 pro/ducts  
pro/duc/tion  
2 res/pon/si/bi/lity  
res/pon/si/ble  
3 ex/per/tise  
ex/pert  
4 or/ga/nize  
or/ga/ni/za/tion  
5 mo/ti/vate  
mo/ti/va/tion

### 5 Employment

- 1 r E c r u i t  
2 M a d e  
3 P e n s i o n  
4 u n e m p l o y e d  
5 n O t i c e  
6 r e d u n d a n c y  
7 d i s M i s s  
8 t a k E  
9 r e s i g N  
10 r e t i r e m e n T

### 6 Managing time

- A** She needs to discuss Italian accountancy principles in English with her counterparts in other countries.  
**B** About an hour and a half.

## 2 TELEPHONING TO MAKE ARRANGEMENTS

### 1 Changing arrangements

- A** This is  
me to  
would prefer  
Would you mind  
No, not at all  
would  
that would be nice  
if I booked  
No  
Would you

- B** 11.00 Meeting with Ms Watson.  
12.00 Meeting with Mr Flavell.  
1.00 Lunch at Wheeler's Seafood restaurant with S. Green.  
4.00 Meeting with Mr Trigg.  
8.15 Return to Paris.

- C** 1 He was seeing Ms Watson at 2.00, but now he's seeing her at 11.00.  
2 Mr Boutin and Mr Flavell were having a meeting at 3.00, but now they're having a meeting at 12.00.  
3 Mr Boutin and Mrs Green were going out for lunch at 12.00, but now they're having lunch at 1.00.  
4 Mr Boutin was returning at 6.30, but now he's flying back at 8.15.

### 2 Polite questions

- A** 1 c 2 b 3 d 4 a

- B** 1 like me to send you our latest annual report?  
2 mind if I had/took a day off next week?  
3 like to fly Business Class?  
4 mind waiting a few minutes?  
5 like to visit our showroom?  
6 like us to pay in advance?  
7 mind if I paid by credit card?  
8 mind parking over there?



- 7 How long have they been supplying helicopters to the Zimbabwe police?  
*They've been supplying helicopters to the Zimbabwe police since 1991.*

### 3 Social conversations

- 1 I've been playing golf
- 2 We've known each other
- 3 I've been waiting
- 4 It's been ringing
- 5 I've had it
- 6 He's been talking to someone
- 7 I've been doing the manager's job

### 4 Word partnerships

- 1 lose, lost, lost
- 2 make, made, made
- 3 run, ran, run
- 4 take, took, taken
- 5 buy, bought, bought
- 6 go, went, gone
- 7 give, gave, given
- 8 read, read, read

### 5 Saying what happened

- A 1 f, j, l  
 2 a, c, g  
 3 e, h, k  
 4 b, d, i

### 6 Business expressions

- 1 third world
- 2 joint venture
- 3 expense accounts
- 4 with reference to
- 5 press cuttings
- 6 glass ceiling
- 7 start from scratch
- 8 market share
- 9 working papers

## 6 PROBLEM SOLVING

### I A meeting

should, feasible, do, How, negotiating, could, might, don't think, was, would be, had, start, about, don't, get, will be, That's, could, doesn't, will

### 2 Making suggestions

- A 1 e 2 d 3 g 4 f 5 a 6 c 7 h 8 b

### 3 Pronunciation

- 2 guarantee 3 insurance 4 agenda
- 5 warranty 6 negotiation 7 colleague
- 8 advice 9 quantity 10 discount

### 4 Future possibilities

- 1 have / will read
- 2 will pick / haven't
- 3 had / would be
- 4 would be / was
- 5 rings / will pass
- 6 would hardly see / had to
- 7 will show / see
- 8 aren't / will sign
- 9 was / would be
- 10 was / would go

### 6 Clinching a deal

- 1 stayed up 2 look through,
- 3 ran out of 4 got round to,
- 5 slipped out 6 find out
- 7 point out 8 turned out
- 9 came up with

## 7 TELEPHONING TO EXCHANGE INFORMATION

### I Asking questions

- A 1 When did you dispatch it?  
 2 How many different shipments are there?  
 3 Does the first shipment contain the Rapidex plugs?  
 4 When will it arrive?  
 5 Have you received our payment for our last order?  
 6 Are you giving us a 10% discount?

- B 2 when they want to leave  
 3 how long they are staying  
 4 if there are any British Airways flights around that time  
 5 they would mind flying with Singapore Airlines  
 6 if there are any seats available  
 7 when the tickets will arrive



**2 Checking and correcting**

hang, Ready?, Fire, was that,  
everything, there's, tell, run,  
Certainly, Is that, the lot

**3 Explanations**

- |              |              |
|--------------|--------------|
| 1 where      | 2 who/that   |
| 3 when/that  | 4 whose      |
| 5 which/that | 6 where      |
| 7 when/that  | 8 which/that |
| 9 who/that   | 10 whose     |

**4 Product descriptions**

**B** Saracen – a plug-in burglar alarm. Its sensors can detect anyone entering the house.

Pentech 2000 – a superb pen. It comes with a matching biro and pencil.

Imatronic – a laser pointer. Its beam can point to charts over 30m away.

Mer – a revolutionary polish. It keeps cars in showroom condition.

Junghans – solar powered watches. They will last a lifetime and never need recharging.

Nightvisions – specially designed glasses. Their lenses cut out the glare of headlights.

**C** Saracen is a plug-in burglar alarm whose sensors can detect anyone entering the house.

Pentech 2000 is a superb pen which comes with a matching biro and pencil.

Imatronic is a laser pointer whose beam can point to charts over 30m away.

Mer is a revolutionary polish which keeps cars in showroom condition.

Junghans are solar-powered watches which will last a lifetime and never need recharging.

Nightvisions are specially designed glasses whose lenses cut out the glare of headlights.

**5 Payments**

- 1 Queried
- 2 refunded
- 3 confirmed
- 4 posted
- 5 placed
- 6 put
- 7 given
- 8 bounced
- 9 ignored

**6 Business expressions**

- 1 get a discount
- 2 kept on top of
- 3 fire away
- 4 make a note of
- 5 have any idea
- 6 ran like clockwork
- 7 had enough of
- 8 signed on the dotted line
- 9 frightened the life out of
- 10 want a word with

**8 VISITORS****1 Meeting friends**

- 7, 12, 1, 10, 5, 4, 9, 2, 11, 6, 13, 8, 3

**2 Polite replies**

- 1 e 2 c 3 j 4 g 5 a  
6 h 7 i 8 f 9 b 10 d

**3 Requests and offers**

- 1 b 2 a 3 b 4 d 5 c  
6 d 7 c 8 d 9 b 10 b

**4 Experiences**

- 1 Have you ever been
- 2 went
- 3 lived
- 4 was
- 5 Have you ever been
- 6 took
- 7 Did you have
- 8 enjoyed
- 9 did you stay
- 10 stayed
- 11 travelled
- 12 had
- 13 stayed
- 14 have ever stayed



**5 Social quiz**

1 b 2 d 3 d 4 a 5 c  
6 c 7 b 8 a 9 b 10 c

**6 Expressions**

2 in having 3 for keeping,  
4 for sorting 5 to going  
6 of sending 7 without saying  
8 on being 9 about moving  
10 of buying

**7 Food**

*vegetables:* spinach, mushrooms,  
beanshoots, peas, parsnip, leek  
*fruits:* melon, pear, blackcurrants,  
lemon, plum  
*herbs and spices:* ginger, parsley,  
sage, pepper  
*fish:* turbot, cod, salmon  
*shell fish:* prawns, crab  
*meats:* lamb, beef, pork, bacon  
*poultry:* chicken, duck

**8 Conversation topics**

1 c 2 g 3 j 4 h 5 f  
6 b 7 e 8 d 9 i 10 a

**REPORTING ON PROGRESS****1 Preparations**

**A** have reserved, 've told, Have you  
hired, haven't finalized, 've spoken,  
has already done, haven't written,  
've drawn up, has already booked,  
has found, 've never been

**B** Jobs done: 1, 3, 5, 6

**2 Attracting investment**

1 lived  
2 helped  
3 stretched  
4 has created  
5 has now passed  
6 have not been lost  
7 joined  
8 began  
9 grew  
10 has fallen  
11 have been created  
12 has been

13 have set up

14 has come

15 have had

16 came

17 nationalized

18 removed

19 re-organized

20 set up

21 has recovered

22 has now become

**3 Word partnerships**

1 go, went, gone  
2 give, gave, given  
3 take, took, taken  
4 write, wrote, written  
5 do, did, done  
6 see, saw, seen  
7 fly, flew, flown  
8 begin, began, begun  
9 speak, spoke, spoken  
10 ring, rang, rung

**4 Phrasal verbs**

1 Hold on 2 turn up  
3 tied up 4 pick up  
5 put off 6 take on  
7 run over 8 pay in  
9 hit back at 10 give up

**5 A community action programme**

1 providing 2 to raise  
3 to buy 4 to set up  
5 taking part 6 publishing  
7 supporting 8 to meet  
9 to do 10 organizing

**6 Money**

1 e 2 g 3 h 4 b 5 a 6 d 7 f 8 c

**10****DESCRIBING TRENDS****1 Graphs**

**A** 1 Thatcher index: Graph 3  
2 People power: Graph 1  
3 A new dawn: Graph 2



**B 1 Graph 1: 1 space = 2%**

(minus 8 - 12)

**Graph 2: 1 space = 1,000 points**

(12,000 - 23,000)

**Graph 3: 1 space = 1,000 mentions**

(0 - 6,000)

**2 Graph 1: 1 space = 1 year**

(1983-93)

**Graph 2: 1 space = 1 month**

(Jan. '92 - Apr. '93)

**Graph 3: 1 space = 3 months**

(Oct. '90 - Jan. '93)

**C 1 fell substantially**

2 increased slightly

3 grew steadily

**D 1 a dramatic fall**

2 a rapid decrease

3 a sharp rise

**2 Prepositions**

1 d 2 c 3 b 4 b 5 a

**3 News**

1 Halved

2 momentum

3 raised

4 expanded

5 doubled

6 deteriorated

7 strengthened

8 taken

9 slump

**4 Probability****A** You'll definitely get the job.

You're bound to get the job.

I'm sure you'll get the job.

You might get the job.

You could get the job.

You may get the job.

You probably won't get the job.

You aren't likely to get the job.

I doubt if you'll get the job.

You definitely won't get the job.

There's no chance of you getting the job.

I'm sure you won't get the job.

**B 1 The MD is bound to like your idea.**

The MD will definitely like your idea.

2 ... but he's not likely to tell you that he does.

... but I doubt if he will tell you that he does.

3 It's likely that he'll tell everyone that he thought of it himself...

I expect he'll tell everyone that he thought of it himself...

4 ... and I'm sure you won't get the credit.

... and there's no chance you'll get the credit.

**5 Pronunciation**1 noun - ex/ports2 noun - pro/gress3 verb - im/ports4 verb - re/cord5 noun - de/crease**6 Causes and results**

Car dealers are reporting lower sales of new vehicles. This is a result of a recent fall in demand. It will lead to a surplus of cars on the market and some automobile manufacturers are likely to cut prices.

Government revenues from taxation are falling. This is a result of the recession. It will lead to a rise in government borrowing and the Chancellor is likely to increase rates of taxation.

Unemployment figures are rising. This is a result of large scale redundancies in many industries. It will lead to larger numbers of people claiming state benefits and public spending is likely to increase.



## 11

## PRODUCTS AND SERVICES

## I Requirements

- A**
- 1 You needn't finish it today.
  - 2 You must get here on time in future.
  - 3 You mustn't use it for personal calls.
  - 4 We mustn't go over budget on this project.
  - 5 We must make sure we get it.
  - 6 You needn't come if you've got other things to do.

- B**
- 1 They've got to accept a pay cut or face redundancies.
  - 2 You don't have to pay income tax.
  - 3 I can't afford it.
  - 4 We've got to improve our quality control procedures.
  - 5 We can't get it done in time.
  - 6 He doesn't have to make a decision just yet.

## 2 Instructions

- A** 1 d 2 e 3 h 4 b 5 c 6 g 7 a 8 f

## 3 Technical description

Written instructions:

- 1 h 2 f 3 j 4 a 5 e 6 m 7 g

Spoken instructions:

- 1 l 2 k 3 n 4 d 5 b 6 i 7 c

## 4 Formal writing

- 1 have been hit very badly by the recession.
- 2 are brought in from the States.
- 3 has not been fixed.
- 4 are being printed this week.
- 5 was received six weeks ago.
- 6 will be made soon.
- 7 had already been sent.
- 8 would have been fired.
- 9 was being refurbished.
- 10 should be done about the terrible overcrowding on commuter trains.

## 5 Following instructions

Italy or Ireland

## 6 Word building

- |          |                 |                 |
|----------|-----------------|-----------------|
| <b>A</b> | 1 International | 4 microchip     |
|          | 2 outnumber     | 5 ex-wife       |
|          | 3 subcontract   | 6 workload      |
| <b>B</b> | 1 competitive   | 7 advertisement |
|          | 2 competitors   | 8 advertisers   |
|          | 3 competition   | 9 advertising   |
|          | 4 economists    | 10 direction    |
|          | 5 economics     | 11 Director     |
|          | 6 economical    | 12 directory    |

## 12

## COMPARING OPTIONS

## I Comparing products

- A**
- 1 the cheapest
  - 2 less
  - 3 the most expensive
  - 4 smaller
  - 5 the lightest
  - 6 shorter
  - 7 the hardest
  - 8 the least helpful
  - 9 the lowest

- B**
- 1 the longest
  - 2 more useful than
  - 3 the lightest
  - 4 as heavy as
  - 5 larger
  - 6 as easy
  - 7 as clear
  - 8 the most expensive
  - 9 as good as

## 2 Connecting ideas

- |           |           |
|-----------|-----------|
| 1 until   | 2 when    |
| 3 in case | 4 if      |
| 5 unless  | 6 in case |
| 7 until   | 8 when    |
| 9 unless  | 10 if     |

## 3 Making plans

- |               |                   |
|---------------|-------------------|
| 1 will show   | 2 arrive          |
| 3 will take   | 4 will have       |
| 5 goes        | 6 will talk       |
| 7 have had    | 8 ask             |
| 9 don't speak | 10 will they want |
| 11 give       | 12 will make      |
| 13 will be    | 14 get            |
| 15 do         | 16 will have to   |



**4 Opposites**

- A** 1 illegal, *unlikely*, illogical, illegible  
 2 *unreliable*, irrelevant, irregular, irrational  
 3 immoral, impractical, *unprofitable*, impossible  
 4 uncertain, unfair, unjustified, inaccurate  
 5 *impolite*, inconvenient, informal, independent  
 6 disorganized, dishonest, dissimilar, inefficient

- B** 1 unprofitable 2 impolite 3 unlikely  
 4 inefficient 5 inaccurate 6 unreliable

**5 Business expressions**

- |               |              |
|---------------|--------------|
| 1 took off    | 2 run out of |
| 3 pick up     | 4 key in     |
| 5 look up     | 6 set up     |
| 7 get on with | 8 turn down  |

**13****MEETINGS****I A meeting**

- 1 f 2 b 3 e 4 a 5 d 6 c

**2 Business expressions**

- A** 1 h 2 a 3 i 4 f 5 b 6 g 7 d 8 c  
 9 e

- B** 1 make a suggestion  
 2 do business  
 3 learned his lesson  
 4 go on foot  
 5 accepted a bribe  
 6 tell the difference  
 7 meet the specifications  
 8 run up a bill

**3 Review of prepositions**

- 1 d 2 b 3 b 4 d 5 a  
 6 a 7 c 8 b 9 b 10 c

**4 An interview**

- A** 1 f 2 e 3 b 4 a 5 d 6 c

- B** 1 total bozos (a)

2 verbally (a)

3 CEO (f)

4 precisely (f)

5 conviction (e)

6 to go it alone (e)

7 in their shoes (d)

8 to license (d)

- C** 1 a 2 e 3 c 4 d 5 b

**5 Word check**

address, arrange, attend, call, call off,  
 cancel, chair, close, control, hold,  
 interrupt, miss, open, organize,  
 postpone, start

**14****PRESENTATIONS****I Introducing talks**

- A** Presentation 1: b, j, h, a, f

Presentation 2: i, e, c, g, d

- B** 1 to

2 begin

3 outlining

4 issues,

5 so that

6 turn

7 aspects

8 explain,

9 give examples

10 by

11 should,

12 pressed

13 save

14 raise

15 do

**2 Making recommendations**

- A** 1 b 2 g 3 a 4 i 5 c 6 f 7 e 8 h  
 9 d



**3 Reporting statistics**

- A** Read: 52%  
 Sing: 30%  
 Drink alcohol: 25%  
 Talk on the phone: 14%  
 Prefer baths to showers: 60%  
 Dream: 68%  
 Watch TV: 20%  
 Wash hair: 62%  
 Wash the dog: 10%

- B** 1 A quarter drink alcohol.  
 2 More than half listen to music.  
 3 A fifth watch TV.  
 4 Three-fifths prefer baths to showers.  
 5 A tenth wash the dog.  
 6 Just under two-thirds wash their hair.  
 7 Almost a third sing.

**4 Business expressions**

1 b 2 a 3 c 4 d 5 b 6 b

**5 Countable or uncountable?**

**A** *countable*: apple, machine, dollar, fruit (can also be uncountable), job, fact, table, person, suitcase, tool

*uncountable*: help, news, money, work (can also be countable), information, progress, machinery, research, baggage, equipment, petrol, knowledge, furniture, fuel (can also be countable)

- B** 1 countable      2 uncountable,  
 3 uncountable      4 countable,  
 5 uncountable      6 countable,  
 7 countable      8 uncountable

- C** 1 a few      2 much  
 3 a little      4 many  
 5 much      6 many  
 7 a few      8 a little