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Second Edition

MARKET LEADER

Upper Intermediate Business English Practice File



体验[®]商务英语 同步练习 4

(第二版)

John Rogers

《体验商务英语》改编组



高等教育出版社
HIGHER EDUCATION PRESS



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Communication

Vocabulary

A Complete the sentences with the best word.

- 1 Good presenters rarely ramble. They usually try to be as *succinct* as possible.
a) inarticulate b) hesitant c) succinct
- 2 Her arguments were so that we all agreed to her proposal.
a) fluent b) extrovert c) persuasive
- 3 The audience were very and carried him through his difficult presentation.
a) responsive b) eloquent c) coherent
- 4 She is a very person. She always keeps her attention fixed on what she wants to achieve.
a) sensitive b) focused c) fluent
- 5 He never says what he thinks or shows what he feels. How can anybody be so ?
a) rambling b) fluent c) reserved
- 6 Everybody seems so here. They behave and speak freely, and do not really care what other people think.
a) incoherent b) articulate c) uninhibited
- 7 We know that not all politicians are Some of them even use an autocue.
a) eloquent b) inhibited c) hesitant

B Make nouns from the following adjectives, using endings from the box.

-ce -cy -ity -tion -ness

- | | |
|-----------------------------|--------------------|
| 1 coherent <i>coherence</i> | 6 persuasive |
| 2 eloquent | 7 responsive |
| 3 fluent | 8 sensitive |
| 4 hesitant | 9 succinct |
| 5 inhibited | 10 clear |

Vocabulary +

C Complete the phrases with *say* or *tell* as appropriate.

- | | |
|-----------------------------------|--------------------------------------|
| 1 <i>tell</i> a story | 6 somebody what to do |
| 2 the time | 7 hello / goodbye |
| 3 as far as I can | 8 a lie / lies |
| 4 yes or no | 9 what you mean |
| 5 somebody to do something | 10 something under your breath |

D Complete the sentences with the appropriate form of *say* or *tell*.

- 1 Can you think of situations when it might be better not to *tell* the truth?
- 2 How easy or how difficult do you find it to other people to do things for you?

- 3 In meetings, how often do you what you think?
- 4 Have you ever a joke in English?
- 5 How easy or how difficult is it to the difference between the banknotes used in your country?
- 6 Can you 'good morning' in more than three languages?
- 7 When you were a child, did you use to do as you were ?

Check your answers in the key. Then answer the questions for yourself.

Language review

Idioms

A Complete the idioms in the sentences below with the correct nouns.

- 1 They sent us a very long reply with all the details. But to put it in a *nutshell* , that's it, we've won the contract!
- 2 I wish my boss would stop beating about the and tell me clearly whether or not I stand a chance of being promoted soon.
- 3 She expected profit figures and I was going on about sales figures. Once again, we were just talking at cross
- 4 Not official yet, but it seems we're going to relocate. Just heard it on the
- 5 If you think you can give a good presentation just because you know your subject inside out, well, I'm afraid you've got the wrong of the
- 6 This is a very badly written report. I just can't make or of it.

B Reorder the words to make idioms.

- 1 to / on / wavelength / same / be / the
- 2 to / picture / somebody / the / in / put
- 3 to / point / come / the / straight / to
- 4 to / crossed / get / wires / one's

C Complete the sentences with the correct form of an idiom from exercise B.

- 1 I know you couldn't attend the meeting, so here's a summary of the main points to *put you in the picture*
- 2 I meant six in the morning, not in the evening. It seems that we
- 3 Let me : I think your performance is totally unsatisfactory.
- 4 Fortunately Sue and I, so we hardly ever disagree about anything.

D Match these new idioms with their definitions.

- | | |
|------------------------------|---|
| 1 air your views | a) tell somebody all the information they want or need to know |
| 2 be at a loss for words | b) unable to say anything because something surprising or totally unexpected has happened |
| 3 drop a hint | c) express your opinions about something in public |
| 4 give somebody the low-down | d) give somebody regular information about things |
| 5 keep somebody up to date | e) make a suggestion in an indirect way |

E Complete the sentences with the appropriate form of an idiom from exercise D.

- 1 E-mail me every day to *keep me up to date* with the latest developments, will you?
- 2 When she was told she'd been nominated Businesswoman of the Year, she
- 3 Could you briefly on their financial situation before our meeting this afternoon?
- 4 Every week in our department there's a meeting where the administrative staff can and discuss problems.
- 5 We can't be sure, but management that there might be redundancies.

Writing

Linking ideas

A Study the examples of linking words.

- 1 *Despite* his great sense of humour, he often finds it difficult to respond to his audience.
- 2 *In spite of* his shyness, he's a brilliant speaker.
- 3 *Although* he generally communicates his ideas clearly, I often find it hard to follow him.
- 4 *Even though* I'd put them in the picture, they didn't seem to grasp what I was on about.

Cross out the two incorrect explanations.

The words in *italics* are used to

- a) express the cause of something, the reason for something
- b) reinforce an idea, add information
- c) contrast ideas

B Tick the three sentences in which the linkers are used correctly.

- 1 I managed to follow their conversation *although* my attention had drifted away. ✓
- 2 *Even though* he had something relevant to add, he interrupted the speaker.
- 3 *Despite* I knew I was wrong, I refused to admit it.
- 4 *In spite of* their criticisms, I didn't lose my confidence.
- 5 I was unable to express my disagreement *although* I am generally assertive.
- 6 I remained alert throughout the meeting *although* my tiredness.

C Rewrite the sentences in exercise B in which the linkers are not used correctly.

- 2 Even though he had **nothing** relevant to add, he interrupted the speaker.

D Use your knowledge of linkers to guess the meaning of the words and phrases in *italics*.

- 1 Although Sue is usually very direct, this time she was really *beating about the bush*.
- 2 Despite the market's *bearish* trend, he was optimistic about share prices going up again soon.
- 3 Although he often tends to *waffle*, today he made a presentation that was clear, concise and to the point.
- 4 Their new product sold quite well even though the advertising campaign was a complete *flop*.
- 5 They managed to find a huge site for the new factory in spite of the *scarcity* of land in that part of the country.

Editing E Read the passage below about giving presentations.

- In each line 1 – 8 there is **one wrong word**.
- For each line, **underline the wrong word** in the text and write the **correct word** in the space provided.

It is probably true that the most effective presenters have all developed their own special way of captivating their audience.

Having said that, they often have a number of common feature. Like all good communicators, they are aware that their audience is just as important as what they have to say. Therefore, they tried to find out how much their listeners already know about the topic and about their attitude for it. Whenever possible, good presenters also arrive 10 or 15 minutes before their talking is due to start. This gives them plenty of time not only to prepare their notes and check the equipments but also to chat to the participants as they come in. By create a relaxed atmosphere, they can easily establish rapport for the audience. And good rapport, as many presenters will tell you, is half the battle.

- 1 features.
- 2
- 3
- 4
- 5
- 6
- 7
- 8

A memo F You work in the Human Resources Department of a modern, forward-looking organisation. You are very interested in the course advertised below.**BRENTFORD COLLEGE****BUSINESS AND ADMINISTRATION TRAINING****Autumn – Winter Courses****Communication & People Skills**

[Course Ref. No. 23-D]

The aims of this one-week seminar are to:

- improve participants' speaking and listening skills
- analyse common communication problems and explore ways of resolving them
- give participants opportunities to experiment with conflict resolution strategies
- help participants deal with defensiveness and aggressiveness.

This seminar will be of interest to all professionals who have to deal with people and work out problems with others.

Facilitator: Patricia McGovern, PhD, President of Schröders Consultants in Geneva, author of the bestseller *How to Listen to Others and Resolve Conflicts*

Course fee (including manual): £520

Date: 7 – 15 October

Venue: Brentford College

For further details, contact: Martin Lowles, BATP

Brentford College, 27 Burrard Street, Brentford TW9 0AK

Email: mlowles@BATP.ac.uk

Write a short memo (70 – 80 words) to your Head of Department, including:

- a request to go on the course
- why you think the course would be useful
- some details about the course
- an enquiry about the possibility of financial support towards the course fee.

MEMO

From:	To:
Date:	Subject:

Vocabulary

A Complete the collocations and compounds in the sentences below with words from the box.

shopping	position	target	standardisation	design
consumer	behaviour	competitive	mix	mission

- 1 The most important decisions for international marketing are probably those of *product* ... *standardisation* ... and variety reduction.
- 2 In international marketing, it is necessary to meet individual national requirements, in particular where *goods* are concerned.
- 3 Licensing is an option which may enable the marketer to improve profits while retaining *market*
- 4 In order to secure a *advantage*, companies will try to make their products and services stand out from their competitors'.
- 5 It is extremely important for marketers to understand the *buying* of existing and potential customers.
- 6 A *statement* is a short written statement made by an organisation, intended to communicate its aims to customers, employees and shareholders.
- 7 A good *product* is one which satisfies the needs of the customer and makes a product eye-catching in the marketplace.
- 8 In most of our cities there are numerous *malls*, which offer the customer free parking and where all the major retail brands can be purchased under one roof.
- 9 The main elements of the *marketing* are product, price, promotion and place.
- 10 Marketers sometimes focus on particular segments of a given overall market. This process is known as '..... *marketing*'.

B Complete the passage with the best word from page 9.

The dictionary defines *advertise* as 'to make (something for sale, services offered, etc.) known to the public'. Advertising can therefore be considered a form of ... *communication* ...¹, the ultimate aim of which is to² consumers to choose a specific product or service.

Every company tries to³ its products from those of the competition, and a key element here is the strategy of branding.

A⁴ can be defined as 'the name attached to a product or service, how that name is visually expressed through a⁵ and how that name and logo are developed through a company's communications'.

However, a brand is much more than just a name. It also represents some intangible aspects of a product since it is how the product or often even the whole⁶ is perceived by its⁷. It is a nexus of ideas, feelings, and perceptions about lifestyle and status,⁸ and quality.

Creating a powerful brand identity is essential if you want to⁹ a strong competitive¹⁰. A successful brand will make customers think of your company first when they think of the particular product category to which the brand is attached.

- | | | | |
|-------------------|-----------------|------------------|------------------|
| 1 a) distribution | b) retail | c) communication | d) wholesale |
| 2 a) recommend | b) persuade | c) suggest | d) decide |
| 3 a) recognise | b) distinguish | c) harmonise | d) differentiate |
| 4 a) brand | b) label | c) cachet | d) slogan |
| 5 a) visual | b) logo | c) commercial | d) spot |
| 6 a) association | b) headquarters | c) company | d) subsidiary |
| 7 a) patrons | b) customers | c) regulars | d) visitors |
| 8 a) picture | b) illustration | c) photo | d) image |
| 9 a) gain | b) succeed | c) award | d) realise |
| 10 a) surplus | b) profit | c) advantage | d) bonus |

Language review

Compounds

- A** Find a word to go in each of the boxes below to make two compounds with the words on the left, and another two with the words on the right. The number of dashes corresponds to the number of missing letters.

- | | | | |
|---|-----------------------|-------------------|-----------------------|
| 1 | target
youth | → <u>market</u> → | segmentation
share |
| 2 | home
car | s _ _ _ _ | forecasting
volume |
| 3 | market
brand | m _ _ _ _ _ _ _ | guru
buyout |
| 4 | fair
world | t _ _ _ _ | embargo
deficit |
| 5 | television
outdoor | a _ _ _ _ _ _ _ | campaign
revenue |
| 6 | B2B
relationship | m _ _ _ _ _ _ _ | information
mix |

- B** Some frequently-used compounds become acronyms. Use the words from the box to work out what the acronyms below stand for.

country cycle in industrialised just life management newly
product proposition public quality relations selling time
total unique

- | | | |
|-----------------------------|---------|---------|
| 1 JIT = <i>just-in-time</i> | 2 PR = | 3 TQM = |
| 4 NIC = | 5 PLC = | 6 USP = |

- C** Use an acronym from exercise B to complete the sentences below.

- Nowadays, a company that can supply deliveries has a strong competitive edge over suppliers who cannot.
- The part of a company or organisation's work which is concerned with obtaining people's approval for its activities, products or services is known as
- The concept of the proposes that, once a product is introduced into the market, it goes through a process of growth, maturity and decline, and eventually disappears from the market.
- A feature of a product that no other similar products have, and which is used in marketing to try to persuade people to buy it, is called its

Writing

Linking ideas

A Match the appropriate sentence halves below and join them with the correct linker.

1 The company is planning a direct mail campaign	<i>in order to</i> <i>with a view to</i> <i>so that</i>	compete or even survive.
2 Their mailing list contains plenty of information and data		improving sales of their range of office supplies.
3 Their competitors, however, still have to go through a specialist direct mail agency		limiting imports of textile products from India.
4 Every company must work hard		reach potential customers, which costs them extra time and money.
5 The government decided to introduce a quota		their market share would increase.
6 They increased their competitiveness		they won't have any difficulty identifying the most appropriate recipients for the mailshots.

B Cross out the two explanations which are not correct.

The three linkers in exercise A are used to

- a) contrast ideas.
- b) express the cause of something.
- c) express the purpose of something.

Editing **C** Read the passage below about international marketing.

- In most of the lines 1 – 12 there is **one extra word** which does not fit. Some lines, however, are correct.
- If a line is **correct**, put a tick (✓) in the space provided.
- If there is an **extra word** in the line, write that word in the space.

Globalisation has affected marketing strategies in many ways. In the past, for example, the best way to enter a market tended to be the main concern.

Today, by the contrast, international marketers ask themselves whether it is better to standardise or to adapt a product across different markets. Finding the right international mix it has become one of the key questions, and answers vary greatly from a company to company and from product to product. Coca-Cola, for example, has customised its soft drinks to every market. It is well known fact that Coke in Indonesia tastes lot different from Coke in the UK. Such a strategy is in stark contrast to Rolex's. Indeed, Rolex uses the same advertising message and positions its watches the same way in the world over. Other companies strike a compromise between customising and standardising, and opt for a middle-of-the-road strategy. Car manufacturers, for example, cannot afford them to design a separate car for each market. However, they do need to think of a country-specific differentiating features, as consumer tastes vary enormously from one country to another.

- 1 *the*
- 2 ✓
- 3
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- 10
- 11
- 12

FINANCIAL TIMES

A marketing letter

- D** The letter below was sent by an institute for management development to a large number of companies throughout Eastern and Central Europe. As you read it, complete it with the correct form of the verbs from the box.

arrange consider contact enclose ~~forward~~ require

CENTRAL EUROPEAN INSTITUTE FOR MANAGEMENT DEVELOPMENT

Hviezdoslavovo nam. 128
812 03 Bratislava

20 June

Dear Sir or Madam

I have pleasure in enclosing five copies of our new brochure, detailing the Strategic Leadership Programme and the Advanced Management Programme available here at the Bratislava Central European Institute for Management Development for entry next September.

I would be grateful if you could please *forward*¹ the brochure as appropriate within your organisation, so that it is available to both the Head of Human Resources and employees when² professional development options.

In addition, I³ a poster which includes prepaid response cards and would be most grateful if you could⁴ for this to be displayed.

Should you⁵ further copies of either brochure or poster, please⁶ Igor Cutka at our Admissions Office by e-mail on <I.Cutka3@pk.uniba.sk>.

Finally, I hope you and your staff find the brochure of interest.

Yours faithfully

Professor Irena Trollerova MBA
Head of the CEIMD

- E** Ivan Gasperlin, the manager of Kommerz Bank (Trubarjeva 47, 1000 Ljubljana, Slovenia) wishes to order five more copies of both the brochure and the poster. Write an e-mail message.

Building relationships

Vocabulary

A Study how Speaker B responds to what Speaker A says. Focus on the words in *italics*.

A: It's good to hear that they're thinking of *resuming* diplomatic relations, isn't it?

B: Yes. That's great. Restoring relations is probably the best decision they could make.

Now take Speaker B's part. Use the correct form of a verb from the box in your response.

endanger	maintain	strengthen	foster	build up	sour
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1 A: I'm afraid lack of communication is now *jeopardising* our relations.

B: I agree. I think it really ... *endangers* future cooperation.

2 A: Getting rid of those trade barriers should *cement* the friendship between our countries.

B: Absolutely.

3 A: Their firm has *developed* considerably.

B: Yeah.

4 A: The key question is, how can we *encourage* cooperation between our organisations?

B: Definitely.

5 A: What do you reckon *damaged* our relations with GlenStar?

B: Well,

6 A: Do you think we should *stay in* close contact with those suppliers?

B: Yes.

Vocabulary +

B Complete the following sentences with the best word.

1 Relations between them are rather *strained*. They don't seem to like or trust each other.

a) amicable b) cordial c) strained

2 Their continual interventions the whole meeting.

a) corrupted b) broke off c) disrupted

3 Their working relationship was often, with lots of angry argument and criticism.

a) stormy b) cool c) close

4 They may be our competitors, but we want to stay good terms with them.

a) in b) on c) over

5 If you want to do business with someone, first you should try to a rapport.

a) improve b) establish c) promote