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Second Edition

MARKET LEADER

Intermediate Business English Practice File




体验[®]商务英语 同步练习 3

(第二版)

John Rogers

《体验商务英语》改编组

PEARSON

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Vocabulary

A Use the clues to complete the crossword puzzle.

Across

- 1 When products are used in TV programmes, films, etc, we speak of 'product *placement*'. (9)
- 7 A set of products of a particular type. (5)
- 8 The knowledge people have of a brand is called 'brand'. (9)
- 9 The ideas and beliefs people have about a brand. (5)
- 11 Using an established name on another sort of product is called 'brand'. (10)

Down

- 2 If you keep buying a particular brand, you show (7)
- 3 The gathering of information about what buyers need or want. (8)
- 4 It starts with the product design, and ends when it is discontinued. (9)
- 5 Giving a name to a product so that people can recognise it easily by its name or design. (8)
- 6 When a company has a new product, it gives it a catchy (4)
- 10 A good product is one that can most, or all, of the customer's expectations. (4)

1	P	2	L	A	C	E	M	E	N	T	3	4	
											5		
								6					
	7							8					
					9	10							
11													

Vocabulary +

B Choose the correct words from the box to complete the definitions.

follower leader position research segment share trends value

- 1 A company's market is the percentage of sales it has in a particular market.
- 2 Market involves obtaining information about what consumers want or need.
- 3 A market is a group of customers of similar age, income level and social class.
- 4 The market is the best-selling product or brand in a market.
- 5 The market is the second best-selling product or brand.

Language review

A Complete the sentences with the verbs from the box. Use each verb twice. Put each verb into the correct form and the correct tense – present simple or present continuous.

invest sell take target work

- 1 Dell and HP ... *sell* computers around the world.
- 2 It only our laboratory half an hour to test all the ingredients.
- 3 Which market segment they usually ?
- 4 Oh no! My printer properly. I'll ask Mark to run off a copy.
- 5 you more money in marketing this year?
- 6 Their advertising agency never at weekends.
- 7 Do you think we a big risk if we postpone the launch of our new model?
- 8 Unfortunately, our range of soft drinks well at the moment.
- 9 This time, we our advertising campaign on the young.
- 10 Our company a lot in R&D. That's why we develop fewer new products than our competitors.

B Complete this text with the correct tense, present simple or present continuous, of the verbs given. Then check your answers.

Dan Peters *works* ¹ in the R&D department of the Antwerp-based company Mercator Foods Ltd, where he ² a team of five responsible for all products under the brand name *Souperbly*.

work
manage

Together, they ³ about three new products each year.

develop

This week, however, Dan is not in his office. He ⁴ in the laboratory. He

work

..... ⁵ the testing of an innovative range of soups and sauces, and ⁶ a report.

supervise / write

He ⁷ his job and is proud of his company. Indeed, Mercator Foods

enjoy

..... ⁸ rapidly. It ⁹ subsidiaries in France and Germany and

expand / have

..... ¹⁰ Kilkenny Dairies (Ireland). Sales and earnings for the company

own

..... ¹¹ far beyond expectations.

increase

The *Souperbly* brand in particular ¹² highly popular throughout Europe.

become

C Study the information in exercise B. Then write questions for these answers.

1 *Where does Dan Peters work?*

In the R&D department at Mercator Foods Ltd.

2

About three each year.

3

In the laboratory.

4

He's supervising the testing of some new products.

5

No, he isn't. He's writing a report.

6

In France and Germany.

7

Yes, indeed. Far beyond expectations!

Language +

D Tick the ten verbs which are not normally found in continuous forms.

- | | | | |
|-----------|-------------------------------------|-------------|--------------------------|
| 1 agree | <input checked="" type="checkbox"/> | 8 prefer | <input type="checkbox"/> |
| 2 believe | <input type="checkbox"/> | 9 realise | <input type="checkbox"/> |
| 3 belong | <input type="checkbox"/> | 10 research | <input type="checkbox"/> |
| 4 compare | <input type="checkbox"/> | 11 seem | <input type="checkbox"/> |
| 5 consist | <input type="checkbox"/> | 12 stretch | <input type="checkbox"/> |
| 6 contain | <input type="checkbox"/> | 13 suppose | <input type="checkbox"/> |
| 7 depend | <input type="checkbox"/> | 14 surprise | <input type="checkbox"/> |

E Choose verbs from exercise D to complete the sentences. Put them into the correct form of the present simple.

- It *seems* that our new range of equipment is becoming more and more popular.
- he to our proposal?
- Dreher has developed a new brand of beer that any alcohol.
- We may or we may not expand into China. It on the success of our products there.
- Our new range of toiletries essentially of environment-friendly deodorant sprays.
- all the respondents to the same market segment?

Writing

A Read the passage below about brands.

- In most of the lines 1 – 17 there is **one extra word** which does not fit. Some lines, however, are correct.
- If a line is **correct**, put a tick on the appropriate line.
- If there is an **extra word** in the line, write that word in the space provided.

In many ways, logos have become a kind of international language. Most people around the world they could identify the Shell or Esprit logo: we are united by what companies sell us. Not surprisingly perhaps, an increasing the number of people complain that 'there is no an escape from brands'.

There are several reasons for this. Firstly, big brands tend to squeeze out so small, independent businesses. In the addition, their branches tend to spread rapidly and occupy more and more space in our cities.

Another reason is that advertising today is not just much about selling products: it is about selling a dream, a message. The point of brand-stretching is that you do not really build brands around products, but around reputation. So, for example, you can go to your Virgin bank, visit a Virgin record shop, will buy a Virgin cola and get on a Virgin train.

Naturally, such a strategy has its risks. Dissatisfaction with one product can reflect badly and on the brand: if Virgin trains are late, people may lose confidence in Virgin banks. Or if you discover that your expensive pair trainers are made by underpaid teenagers working in the terrible conditions some where in the world, you may begin to question the brand that it claims to sell you 'a healthy way of life'.

- | | | |
|----|-------------------------------------|-------------------|
| 1 | <input checked="" type="checkbox"/> | |
| 2 | <input type="checkbox"/> | <i>they</i> |
| 3 | <input type="checkbox"/> | |
| 4 | <input type="checkbox"/> | |
| 5 | <input type="checkbox"/> | |
| 6 | <input type="checkbox"/> | |
| 7 | <input type="checkbox"/> | |
| 8 | <input type="checkbox"/> | |
| 9 | <input type="checkbox"/> | |
| 10 | <input type="checkbox"/> | |
| 11 | <input type="checkbox"/> | |
| 12 | <input type="checkbox"/> | |
| 13 | <input type="checkbox"/> | |
| 14 | <input type="checkbox"/> | |
| 15 | <input type="checkbox"/> | |
| 16 | <input type="checkbox"/> | |
| 17 | <input type="checkbox"/> | |

B Steve Clark, *Souperbly* Brand Manager at Mercator Foods Ltd, received this e-mail from Liz Jansen, Managing Director of the company. Read the message, then write Steve's reply using his notes below.

From: Liz Jansen

To: Steve Clark

Subject: Souperbly range

Steve

Sales of our range of soups under the label Souperbly are increasing month by month in France, but are unfortunately falling rapidly in Germany, both in the North and the South.

Jan Kluis, our sales representative in that region, informs me that German customers find our products expensive – when they can find them at all!

I'd be grateful if you could look into the matter, and let me have your recommendations as soon as you can.

Thanks,

Liz

Steve's notes:

the largest supermarket chain sells its own brands of soups at much lower prices + don't display our products properly

our packaging very similar to current market leader in Germany

competitors offer frequent discounts + visit supermarkets very often

Recommendations:

Jan doing a great job but why alone?

redesign packaging / highlight brand's qualities (natural ingredients)

offer managers incentives for them to put our products on top shelves

discounts / special promotions / etc

Vocabulary

A Complete the sentences with words from the box.

criticise blame concern disruptive dissatisfaction harm misbehaviour

- 1 A growing number of people *criticise* the airlines and demand better service.
- 2 There are signs that airlines are trying to respond to customer, for example by providing more legroom and quality in-flight meals.
- 3 Cases of passenger are unfortunately all too common on long-distance flights.
- 4 Many analysts alcohol for the phenomenon called 'air rage'.
- 5 Poor service and frequent delays will inevitably an airline's reputation.
- 6 Cabin and flight crews often have to deal with and dangerous in-flight behaviour.
- 7 There is increasing that airlines are trying to save money at the expense of customer satisfaction.

B Fill in the gaps in the text with the best word.

Customer satisfaction

For the second time, the Korona Hotel has been ranked No. 1 for customer satisfaction.

'At our hotel, we give our¹ more than a high-quality experience, we get them to enjoy the Korona way of life,' says Kurt Ahlberg, the General Manager, 'and we pride ourselves on excellent² in a luxurious environment.'

The³ are responsive and service-oriented, they obviously enjoy their jobs and want to help the clients. The Korona is committed to meeting the⁴ of today's international business⁵: there is high-speed Internet access throughout the hotel, and there are three spacious meeting rooms, with all the⁶ needed for successful business⁷.

In addition, the⁸ of the hotel is ideal: a three-minute drive from the international airport.

Ahlberg has long understood that busy executives cannot afford to waste time in⁹ jams as they try to¹⁰ city centre venues. Nor do executives particularly enjoy getting up at dawn to catch an early morning¹¹.

- | | | | | |
|----|--------------|---------------|------------------|--------------|
| 1 | a) customers | b) guests | c) tourists | d) shoppers |
| 2 | a) waiters | b) help | c) chefs | d) service |
| 3 | a) crew | b) assistants | c) salesmen | d) staff |
| 4 | a) needs | b) functions | c) success | d) failure |
| 5 | a) tourists | b) dealers | c) travellers | d) voyagers |
| 6 | a) tools | b) facilities | c) buildings | d) machines |
| 7 | a) speeches | b) lectures | c) presentations | d) talks |
| 8 | a) location | b) place | c) venue | d) situation |
| 9 | a) transport | b) street | c) road | d) traffic |
| 10 | a) reach | b) get | c) arrive | d) go |
| 11 | a) arrival | b) airport | c) flight | d) check-in |

C Put in the missing letters to make equivalent words in British or American English.

British English

American English

- | | |
|----------------|------------|
| 1 underground | u b w y |
| 2 timetable | h l |
| 3 g | one way |
| 4 r | round trip |
| 5 motorway | e w |
| 6 hand luggage | r r y b |
| 7 city centre | t |
| 8 t | elevator |

Vocabulary +

D Match the two parts of each phrase as in the example.

- | | |
|-------------------------|--|
| 1 a growing number | a) to customer dissatisfaction |
| 2 a fast-growing area | b) about air quality |
| 3 a wide range | c) against dangerous in-flight behaviour |
| 4 an interminable delay | d) in take-off |
| 5 increasing concern | e) of issues |
| 6 the battle | f) of passenger complaints |
| 7 to respond | g) of study |

Writing

Choose the appropriate information from the box to complete the text from The Three Storks Hotel.

look forward to	sincerely	your arrival
staying connected	faithfully	your departure
Some companies have launched a beta	However	Dear Mr
inform	As requested	Dear Sir
confirm	We would appreciate it if	
request		

Wireless Fidelity. Wi-Fi for short, is already becoming commonplace in hotels and airports. It could also be used to bring a new level of productivity to the office.

Language review

- A Match each item on the left with an item on the right.**
- | | |
|--|---|
| 1 As you know, we're going to increase our special offers. | a) Look at the fog! |
| 2 We're leaving at five o'clock on Friday morning. | b) They know everything about Apex tickets. |
| 3 Most probably, airport hotels will become increasingly popular. | c) They couldn't get us a later flight this time. |
| 4 Hold on. I'll call our Travel Department and find out for you. | d) We are about to start advertising. |
| 5 Flights are going to be delayed again. | e) Many of them have been designed with the business traveller in mind. |

B Study the words in bold in exercise A. Then decide which sentence, 1 – 5, illustrates each of the meanings, a) – e), below.

- a) instant decision *sentence 4*
 b) pre-planned decision
 c) prediction based on present evidence
 d) general prediction / opinion about the future
 e) future arrangement (diary future)

Language +

C Put the words and phrases in the correct order to make sentences.

- as soon as / a ring / I arrive / I'll give / in Brussels. / Mr Dupuis
- I'll / If / is delayed, / miss / my flight / the presentation.
- a better hotel. / going to / I find / I'm / stay here / until
- you advise / I'll / in May / not to go. / our Chinese suppliers / unless / visit / me
- again. / and visit / you are / in Copenhagen / our headquarters / Please come / when

Tip

After *as soon as / if / until / unless / when / once / next time / etc* we use a **present** verb form, even when we are talking about the future.

- Next time you ~~will be~~ in Vancouver, you must stay at the Plaza Hotel. X
- Next time you *are* in Vancouver, you must stay at the Plaza Hotel. ✓

Writing

A Choose the appropriate information from the box to complete the fax from The Three Storks Hotel.

your arrival	sincerely	look forward to
your departure	faithfully	hope
Dear Mr	However	inform
Dear Sir	As requested	confirm
	We would appreciate it if	request

The Three Storks Hotel

Virpazar - Montenegro

FAX

From: The Three Storks Hotel (Virpazar, Montenegro)

+381 (0)81 71 00 88

To: Mr J C Roberts, Stanley Engineering Ltd

+44 1865 698 244

April 28

Dear Mr¹ Roberts,

This is to² your booking for a single room from May 17 to May 20 inclusive, at a rate of 120 euros per night.

.....³, we will hold your room until midnight on the day of⁴.

We⁵ seeing you in May.

Yours⁶,

B You are going to attend a team-building seminar in Milan.

Write an e-mail (40 – 60 words) to your secretary in which you:

- explain why you will be away
- say when exactly you will be away
- give details of what your secretary should do while you are away.

From:	To:
Subject:	

C Read the text below about using the Internet on trains.

- In each line 1 – 9 there is **one wrong word**.
- For each line, **underline the wrong word** in the text and **write the correct word** in the space provided.

In several countries, railways are investing on wireless technology to help commuters staying connected as they travel by train to and from work.

Some companies have launched a wireless Internet service on there busiest trains.

This should enable commuter to surf the Web and check their e-mail onboard.

Considering that a substantial number of business person spend at least two hours in day on a train, an Internet link could be the key to increased productivity.

If use for entertainment, it could also contribute to bringing down stress levels.

Wireless Fidelity, 'Wi-Fi' for short, will already becoming commonplace in hotels and airports. It could soon become a standard facility for rail travellers to.

- 1 in
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9

Vocabulary

A Fill in the gaps in the text with the best word.

Company choices

It has become a commonplace to say that the world is changing at an ever-increasing pace. Companies today are faced with a stark choice: ...¹ or go under. For example, until quite recently, companies typically tended to be². They were built on a model which achieved a high degree of control, but in which³ of communication were few and slow.

Another disadvantage of this type of organisation is that more junior⁴ may not even know who the CEO is, or what⁵ the decision-makers are trying to achieve. In order to try and solve this problem, many organisations have adopted a less⁶, more flexible business culture in which frequent contact between the owner and the employees ensures that⁷ is flowing smoothly.

A second difficult choice for a company concerns the extent to which it should go global or remain⁸. Global operations allow maximum⁹ of scale, while localisation makes it possible to¹⁰ quickly to market changes and to reach all market¹¹. In order to reduce the tension between global and local demands, many companies have adopted a 'hub and spoke' structure. They use several regional production and¹² 'hubs' where neighbouring markets are serviced from one single location.

- | | | | | |
|----|------------------|-----------------|------------------|------------------|
| 1 | a) adopt | b) market | c) adapt | d) research |
| 2 | a) economical | b) hierarchical | c) welcoming | d) democratic |
| 3 | a) webs | b) media | c) roads | d) channels |
| 4 | a) customers | b) directors | c) staff | d) buyers |
| 5 | a) goals | b) design | c) plan | d) sales |
| 6 | a) bureaucratic | b) caring | c) decentralised | d) market-driven |
| 7 | a) information | b) news | c) speech | d) interest |
| 8 | a) professional | b) static | c) local | d) impersonal |
| 9 | a) production | b) economies | c) marketing | d) savings |
| 10 | a) call | b) demand | c) enquire | d) respond |
| 11 | a) shares | b) research | c) leaders | d) sectors |
| 12 | a) manufacturing | b) selection | c) distribution | d) advertising |