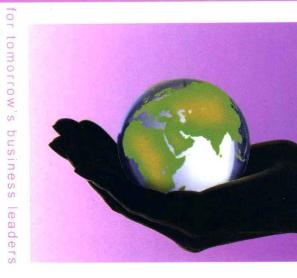
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MARKET LEADER

Advanced Business English Practice File



体验商务英语

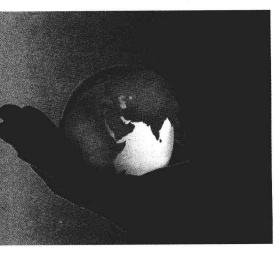
同步练习 5

(第二版)

John Rogers

《体验商务英语》改编组





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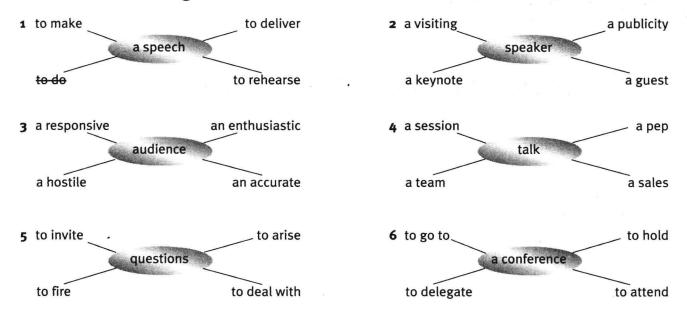
Being international

Word power

A Complete the second sentence in each pair so that it has approximately the same meaning as the first sentence. Use between *two* and *five* words, including the word given, and a word related to one of the words in the first sentence.

1	Sue is very experienced in giving PowerPoint presentations. considerable
2	Sue . has .considerable .experience. of. giving PowerPoint presentations. The presenter failed to emphasise the benefits of the reforms. place The presenter failed to
3	reforms. I have arranged for our guests to be met at the airport. made
4	I have our guests to be met at the airport. As far as I know, the seminar has been postponed.
	To, the seminar has been postponed.
5	Could you briefly summarise the main points of the meeting for us? brief Could you give
6	They plan to publish the report next month. scheduled The report
7	The debate was hastily concluded. hasty The debate was brought to
8	Do you think you could guide me a bit on how to structure my speech? some Do you think you could
9	These reforms will significantly reduce government spending. significant These reforms will make
10	We bought these top-of-the-range laser jet printers to replace our old ones as
	We bought these top-of-the-range laser jet printers our old ones.
11	Ms Wilkinson heads the Human Resources department. of
	Ms Wilkinson is

B Cross out the word which does not normally go with the key word.



Complete the sentences with the correct form of a collocation from exercise B.

- 1 ... Rehearsing. his ... speech.... for three days before the conference had greatly boosted his self-confidence.
- 2 The task of is to introduce the main theme of a conference and give the main talk.
- 3 Just because people did not clap frantically does not mean that you had
- 4 The aim of is to encourage and energise the audience.
- **6** We are glad to announce that our next will be in May.

D Circle the odd one out in each group.

visuals	audience	aids	slide
explanation	cliché	catchphrase	metaphor
simplify	explain	conclude	rephrase
summarise	outline	recap	elaborate
express	respond	convey	communicate
programme	plan	network	schedule
incoherent	incomprehensible	unintelligible	unemotional
a gaffe	an allusion	a faux pas	a boob
	explanation simplify summarise express programme incoherent a gaffe	explanation cliché simplify explain summarise outline express respond programme plan incoherent incomprehensible	explanation cliché catchphrase simplify explain conclude summarise outline recap express respond convey programme plan network incoherent incomprehensible unintelligible

Text and grammar



A) Complete the text with items from the box. You will only need six of the eight sentences given.

Preparing for your presentation

What you really need to think about before you face your audience

Before you actually get down to the nitty-gritty of planning the presentation itself, you need to reflect on a number of crucial questions. First of all, ask yourself what exactly your aim is. .b. .. 1 You can then decide how many stages are necessary to get there, what the aim of each individual stage is and how each one contributes to your overall aim. 2 In other words, you can sift the essential data from the rest and get rid of any irrelevant or unnecessary detail.

However, content and structure are not everything. The talks we give are not just about a certain topic, they also have a specific purpose. Talks may be delivered in order to convey information, to persuade, to spur people into action or for countless other reasons. Obviously, the purpose of our talk will have a significant effect on the language we use.³ Although the importance of clear aims cannot be overstated, most experienced presenters seem to agree that it is only secondary to the human factor.

Which brings us to the second question we should all be asking ourselves at the planning stage: Who are the audience?4 What you say has to be appropriate not only to your aim, but also to your audience.

Therefore, it is always a good idea to find out as much as you can about the audience well before you face them.⁵ You can also anticipate how much they already know about your topic, and so pitch your talk at the right level.

Finally, never underestimate the importance of the physical environment in which you will deliver your talk. Walking around the room where your talk is going to be will help you focus on your audience rather than on your surroundings. This also gives you the chance to check that all the equipment you need is there, and in working order.

- a) A presentation cannot be successful unless it takes the needs and interests of the audience into account.
- h) Having a clear objective in view enables you to map out the most convenient route to get to your destination. Obo and sixtill
- c) Once you have established that, you can prioritise your material.
- d) In addition, make sure you plan carefully how you are going to introduce yourself.
- e) It will also affect the manner in which we choose to deliver our talk.
- f) Most presenters feel more relaxed if they have had the opportunity to go to the conference venue beforehand.
- g) Of course, it is better to plan in advance when you want to deal with questions.
- h) With such information, you can tailor both the style and the content of your talk to your audience's expectations.

B Complete the sentences with words from the box. You will not need all the words, and you may use some of the words more than once.

get do input keep go kick make run stick track

- 1 Right. Everyone's here, so let's get.... down to business.
- 2 I'd like you to over these figures with me before I hand in my report.
- 3 I'm afraid we've gone off at a tangent. Let's get back on
- 4 Sandra will off with an overview, and I'll continue with an analysis of the sales figures.
- 5 The speaker was a bit incoherent. I couldn't always track of what he was saying.
- **6** Those details are completely irrelevant, I'm afraid. I suggest you to the point.
- 7 I'll skip the slide show, otherwise we'll out of time.
- **8** Would you like me to over the main points again?
- **9** As we always value your, we'd like to have your views on this proposal.
- 10 To back to what my colleague was saying in the introduction, we need to build on the existing local expertise.

Match each item on the left with an item on the right.

- 1 Jim's behaviour is a complete mystery to us.
- 2 We'll have to prepare as best we can for this negotiation.
- 3 I knew most of the delegates would be from the States.
- 4 Make sure you avoid talking politics or religion.
- 5 It may not be necessary to fly in yet another specialist.
- 6 In some cultures, people do not like conducting negotiations in large groups.
- 7 The talk was crammed full of facts.
- **8** He tried telling a few personal anecdotes to relax the atmosphere, but to no avail.
- The snow had brought half of the country to a standstill.
- 10 In many ways, failing to plan is planning to fail.

- a) At MaxiMarket, however, it was business as usual.
- **b)** I think he soon realised he was heading down the wrong track.
- c) Not preparing adequately for your presentation is a risky business.
- d) So I assumed a full-blown graphic presentation would be appropriate.
- **e)** We all suffered from information overload afterwards.
- f) This could set the stage for bitter arguments.
- **g)** They may even expect business to proceed on a one-to-one basis.
- We're all aware that the stakes are really high.
- i) We've never been able to figure him out.
- j) Why don't we tap into the expertise that exists locally?

Skills and pronunciation

Rewrite the e-mail with the correct punctuation and paragraphing.

To:	Robe	rt Ta	vlor

Subject: Conference programme

hello robert many thanks for the draft conference programme which i received this morning there is an excellent variety of topics and your choice of keynote speaker could not have been better i was wondering if we could still make a small amendment liz barnard from human resources would like to make a presentation on the new staff appraisal scheme and i agree with her that the conference is an excellent opportunity to get feedback apparently she only needs about twenty minutes plus five to ten minutes for a question and answer session do you think you could slot her in after the coffee break hope i haven't thrown a spanner in your works regards hannah

1.1 Now listen to the same text being dictated, and check your answers.

Tips |

- Punctuation deserves attention. It makes your writing a lot easier for the reader to understand.
- Clear paragraphs help the reader, too. A space between paragraphs gives the reader a little time to process the message.
- B Complete the correspondence extracts.
 - Dear Mr Roberts. With ref...... to your enq..... of October 20, we have ple,..... in informing you that your order is being processed.
 - 2 We look f..... to hearing from you. You.....y, You..... fa..... Yolanda Agusti Keith Warren
 - We would like to apo..... for the inconv.... this delay has caused you.

Tips

- All the words in the extracts are very frequent in business correspondence. They are also frequently misspelt. To make a good impression on your reader, do check your spelling carefully. The spellchecker on your computer can never do all of it for you.
- Keep a record of the words you often misspell, and go through them every now and then.

- Work out the difference between the sentences in each pair.
 - We need a radical management shake-up.
 What we need is a radical management shake-up.
 - 2 I really liked the way she kept in touch with her audience.
 It was the way she kept in touch with her audience that I really liked.
- Rewrite the sentences in the same way as in exercise C.
 - 1 I'm looking forward to a good networking function.
 - 2 They don't like slang or colloquialisms.
 - 3 Your rapport with the audience matters most.
 - 4 I didn't like the sort of questions they asked me.
 - 5 They expect a high-tech presentation.

1.2 Listen to eight different presenters, and decide what each one is doing.

- Write one letter, a)-f), next to the number of the speaker.
- You will have to use four letters twice.

Speaker 1		
Speaker 2	a)	introducing the main topic
Speaker 3	b)	turning to a new topic
Speaker 4	c)	going back to a previous point
Speaker 5	d)	referring to visuals
	e)	dealing with questions
Speaker 7	f)	concluding the presentation
Speaker 8		

- - Pleased to meet you.
 - 2 Our website's just been updated.
 - 3 Sorry, I didn't quite catch your last point.

Explanation

In rapid speech, /t/ and /d/ often disappear when they are between two other consonants. This is called elision. An awareness of elision will help you understand fast speech better.

- **G** Cross out the letters which may disappear in these sentences in rapid speech.
 - 1 It's hard to say which aspects are the most positive.
 - 2 The second talk focused particularly on deregulation.
 - 3 Last summer we worked together on a research project.
 - 4 The first presentation wasn't very difficult to understand.
 - 5 I wouldn't say it was the greatest networking event I've ever attended.

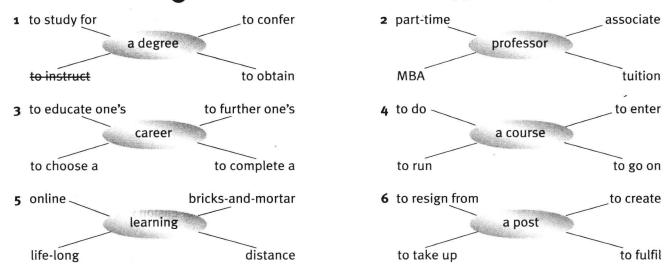
1.4 Listen and check your answers. Then listen again and practise the sentences.

2

Training

Word power

- Match the nouns 1−5 with the nouns a)-e) to make compounds.
 - a) appraisaltimeb) building
 - 3 instruction c) development 4 team d) leaflet
 - 5 performance e) management
- **B** Complete the clues with a compound from exercise A.
 - 1 It is about your growth as an individual. = .personal.development.
 - 2 It tells you how to operate a machine. =
 - 3 It is an opportunity to evaluate your work and to get feedback. =
 - 4 It is all about making the best use of your working day. =
 - 5 It helps people work more efficiently together. =
- Cross out the word which does not normally go with the key word.



- Complete the sentences with the correct form of a collocation from exercise C.
 - 1 An honorary degree was conferred on her by Harvard in 2003.
 - **2** In some countries, an is a teacher in higher education who has a rank just below the rank of a professor.
 - 3 In the hope of his he has taken on a lot of new responsibilities.
 - 4 The Business Institute a part-time MBA since 1999.
 - 5 A Master's should not be seen as the end of the road. is there to enable everyone to develop professionally throughout their career.
 - **6** Owing to an unexpected surge in demand, we have had to ten new

•

Read the text about IESE's Global Executive MBA. Fill in the gaps with the best word.

Integrated Approach

Innovation and Entrepreneurship

Throughout the program, participants are encouraged to³ their entrepreneurial skills and to find the opportunity in change. Residential modules in Barcelona, Silicon Valley and Shanghai address how innovation and entrepreneurship can be adapted and how to achieve the best results in different markets and business environments.

Living Internationalism

We don't ⁴ lip service to internationalism. At IESE, we live it. And so do our participants. Both faculty and participants are drawn from around the world, providing a ⁵ and depth of international vision, opinion and experience ⁶ in other institutions.

Venues

On-the-ground, face-to-face interaction with the ⁷ and shakers in three very different business environments – Europe, the United States and

Asia – offers an opportunity to 8 invaluable personal experience with these competing and co-existing business systems. Company visits and input from local experts give additional insights into the on-the-ground situations in these very different business environments.

Common Ground

Participants meet and study with fellow managers from different industries and functional areas who have one thing in common: a proven ⁹ of success and the motivation and energy to move ahead. This creates an exciting pool of diversity, knowledge and experience that the Global EMBA is designed to take full ¹⁰ of.

Shared Experience

Over 16 months, participants remain in constant contact, learning with and from each other, exchanging ideas and opinions, reaping the ¹¹ of being part of a global network of ¹² with a shared determination to make their ¹³ in the world of international business. Active, groupbased learning in an intellectually stimulating environment provides the stimulus to share experiences, gain insights and build long-term relationships. It is a unique and exciting experience for unique and exciting people.

1	a) studies	b) tuition	c) disciplines	d) education
2	a) moves along	b) turns out	c) fits into	d) ties in
3	a) hone	b) brush	c) require	d) tune
4	a) give	b) pay	c) sell	d) lend
5	a) height	b) breadth	c) length	d) width
6	a) unparalleled	b) unaccounted	c) unattended	d) undefined
7	a) pushers	b) movers	c) quakers	d) lifters
8	a) profit	b) receive	c) benefit	d) gain
9	a) biography	b) story	c) resumé	d) track record
10	a) use	b) advantage	c) utilisation	d) profit
11	a) benefits	b) assets	c) interest	d) bonus
12	a) fellows	b) mates	c) peers	d) neighbours
13	a) stamp	b) mark	c) footprint	d) impression

Text and grammar

'In-see-Ad?'

A Complete the text with the correct form of the verbs in brackets.

No, 1v. month that	1. (never / hear) of it.'
employer and even de INSEAD's Singapore con (discover) that my accomprovincial in their under In a few weeks from Jersey, US, to join the Straised and educated in MBA? I studied in North Continernational affairs. Doverseas in London. An Waterloo, Belgium, the managed technology son (return) to the North Am While I	centist that I
В Со	mplete the sentences with suitable prepositions.
	Most staff members expressed interest participating various training programmes.
2	
2	Very often, it is not just the sales staff that benefit customer awareness training.
3	awareness training. We are looking a consultant who is really good
3	awareness training. We are looking
3 4 5	awareness training. We are looking
3 4 5 6	awareness training. We are looking

9 The purpose the first session is often to determine what the

 ${f 10}$ A lot of companies rely heavily receiving timely market

staff already know the subject matter.

information their sales force.

Read the passage below about a company's view of mentoring.

- In each space 1–10, one word has been removed.
- Write one suitable word for each space in the answer box below.

Our view of mentoring

An important element of developing our common future ¹ the sharing of knowledge and experience, giving people the opportunity to learn from ² other.

To support this approach we offer mentoring³ the mutual benefit of our employee's personal development and the company⁴ large.

For example, mentoring enables people facing major change –⁵ as a global assignment – to get support and guidance from someone who⁶ had previous experience. This helps our people⁷ adapt more rapidly – and so

be more effective in their new roles. ⁸ turn, mentors can learn something new about themselves and the organisation.

Our view of mentoring is that the mentor, as an experienced and respected individual, is able to reflect back constructively on a mentee's thoughts, ideas, feelings, behaviour and situations ⁹ that the mentee gains perspective and is challenged in their way of thinking and operating. It is ¹⁰ unique opportunity for both mentee and mentor to learn and grow.

Answer box							
1iß	5	8					
2	6	9					
3	7	10					
4							

Read the passage below about performance appraisal.

- In most of the lines **1–14** 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.

For a performance appraisal to be an effective, the employee who is to be appraised should be given advance notice of the performance appraisal interview and be informed of its purpose. In addition, it is useful to supply with an appraisal form to be completed and returned before the interview takes place. This should allow the employee for time to evaluate their performance as well as to identify any areas in which they would like either additional support and training. Another purpose of the appraisal form is to provide a structure for the interview. Very often, the employee is asked to reflect and on their job description to start off with, and make the suggestions as to how it should be modified even if certain aspects of it are no longer appropriate. The employee is then invited to summarise their achievements, and to comment on their strengths and weaknesses. Together with the supervisor, the employee can discuss about how to build on their strengths, and also agree on a plan or to address any weaknesses identified. Finally, new objectives can be negotiated so as to enhance a motivation and ensure that the employee's work is geared towards the overall objectives of the company.

1	.an	
2	火	
3		
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14		

Skills and pronunciation

Mrite a report (200–250 words) to the Head of your HR Department.

Context: You have recently attended a workshop on decision making, organised by the Department. The Head of HR has asked you to write a short report about the training.

In your report

- · describe what you liked about the workshop, what you found useful
- mention one point that you did not like, and explain
- describe one course or workshop you would like to attend in the future
- explain how this course or workshop would be useful to you and to the company.

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- \bigcirc 2.1 Listen to five different employees in a performance appraisal interview. Decide which of the supervisor's questions each employee is answering.
 - Write one letter, a)-f), next to the number of the speaker.
 - Do not use any letter more than once.

Speaker 1 a) Is your job

a) Is your job description up to date?

Speaker 2

b) What have been your contributions, besides achieving your target since your last performance appraisal?

Speaker 3 c

c) Which of your previous appraisal objectives have you achieved?

Speaker 4

d) Is there anything in your job that you have problems with?

Speaker 5

e) Is there anything in your job you would say you could do better in the future?

- \bigcirc 2.1 Now listen again and answer the questions.
 - Who has a very varied job? Speaker
 - **2** Who is not particularly happy with the way they organise their time? Speaker
 - **3** Who is planning to attend a training course? Speaker
 - 4 Who is sometimes unfairly criticised? Speaker
 - **5** Who would not like to have to write an official report regularly? Speaker