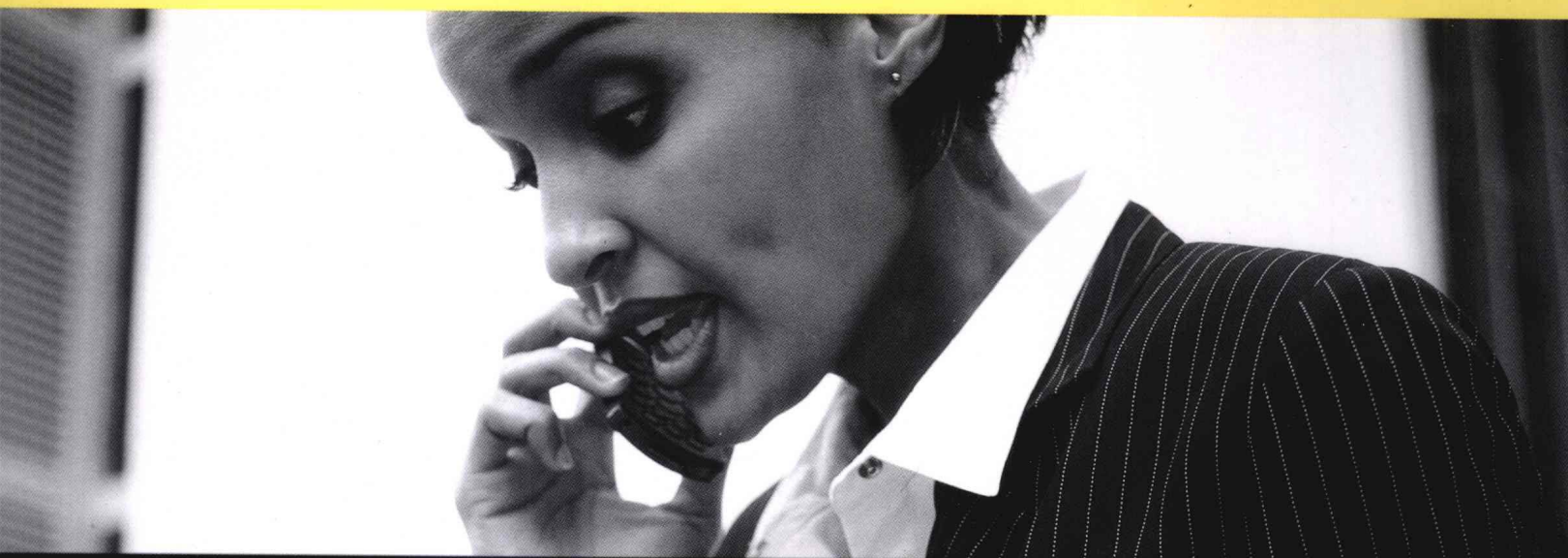


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新编剑桥商务英语 (高级)

练习册

(第三版)



SUCCESS
WITH **BEC**
WORKBOOK **HIGHER**

PAUL DUMMETT

附答案



经济科学出版社
Economic Science Press



Summertown
Publishing

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THE NEW BUSINESS ENGLISH CERTIFICATES COURSE



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PAUL DUMMETT



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1.1

Working life

Describing working life

- 1** Put the correct word into each gap to complete this biography of Soichiro Honda, the founder of the Honda Motor Company.

set up **founded** worked joined applied
retired moved left recruited
graduated trained educated

Soichiro Honda, the man who (0) *founded* the Honda motor company, has been described as a maverick in a nation of conformists. He was born in 1906 and was

(1) _____ only



to elementary level. He (2) _____ home in his teens to find his fortune in Tokyo. In 1922 he (3) _____ for a job in an auto-repair shop. They hired him and (4) _____ him to be an auto-mechanic. In his spare time he built his own racing car from handmade parts and an old aircraft engine.

In 1937 he (5) _____ his own company, making piston rings, but quickly he realised that he lacked knowledge of making alloy metals. So he (6) _____ a technical school so that he could apply what he learnt in his own factory. He never formally (7) _____ from the school because he did not bother to take the final examination. He said that a diploma was 'worth less than a movie theatre ticket. A ticket guarantees that you can get into the theatre. But a diploma doesn't guarantee that you can make a living.'

In 1948 Honda Motor began manufacturing small motorcycles. These were dismissed by the dominant American and British manufacturers of the time, but in reality the inexpensive imports brought new people to motorcycling and changed the industry forever.

Soichiro Honda was an inventor at heart who often (8) _____ alongside his workers on the floor of his factories. In 1950 he (9) _____ business executive Takeo Fujisawa to manage the company so that he could focus on engineering problems.

In 1973, Honda, at 67, (10) _____ on the 25th anniversary of the founding of the company. But he asked that it should remain a youthful company. 'Honda has always (11) _____ ahead of the times, and I attribute its success to the fact that the firm possesses dreams and youthfulness,' Honda said at the time.

2 Put each word in the correct form to complete the sentence.

- 0 Students wishing to be considered for a grant must fill out the D17 *application* form. **APPLY**
- 1 I was extremely lucky to find a job; the _____ rate in our area is about 20%. **EMPLOY**
- 2 We got a lot of attention: on the course I attended there were only two _____ to every one trainer. **TRAIN**
- 3 Our _____ policy doesn't allow us to employ people without a university degree. **RECRUIT**
- 4 I'm much more interested in job satisfaction than the level of my _____. **PAY**
- 5 I've just got a _____ to department manager, but in fact my responsibilities are the same as before. **PROMOTE**
- 6 We received over 500 _____ for just 15 vacancies. **APPLY**
- 7 She's not very happy in her _____; she'd prefer to be working still. **RETIRE**
- 8 I'll be out of the office all next week; I'm on a sales _____ course. **TRAIN**

Gerund and infinitive

3 Group the words and phrases with a similar meaning.

I plan There's no point I am prepared
It's useless I am considering I adore
I'm keen on I am thinking of I wasn't able
I aim I am happy I failed

1 a It's not worth
b _____
c _____ } + gerund

2 a I intend
b _____
c _____ } + infinitive

3 a I am thinking about
b _____
c _____ } + gerund

4 a I am willing
b _____
c _____ } + infinitive

5 a I enjoy
b _____
c _____ } + gerund

6 a I didn't manage
b _____
c _____ } + infinitive

4 Rewrite each sentence using a gerund or infinitive phrase.

- 0 Peter thinks golf is a great way to relax.
Peter enjoys *playing golf*.
- 1 It's very strange for me to drive on the left.
I'm not used to _____ .
- 2 Her main strength is management of people.
She is good at _____ .
- 3 I am definitely going to leave at the end of the year.
I plan _____ .
- 4 Did you have any luck contacting Jane?
Did you manage _____ ?
- 5 She thinks that increasing the prices is a mistake.
She is reluctant _____ .
- 6 Were there any problems with software download?
Did you have any difficulty _____ ?
- 7 Will I have to speak in French?
Does the job involve _____ ?
- 8 Can you tell me your approximate time of arrival?
When do you expect _____ ?
- 9 We could go to the cinema tonight, if you like?
What do you think about _____ ?
- 10 Don't call me between 10 and 12.
Please avoid _____ .
- 11 The flights are all full. How about the train?
The flights are full. Would you consider _____ ?
- 12 I don't need to fly business class on such a short journey.
It's not worth _____ .

Pronunciation

- 5** Look at where stress falls in the following words.
What rules can you make?

re·tire dis·miss bu·siness know·ledge pro·spects
em·ploy re·cruit of·fice for·tune ap·ply

- 6** Mark where the stress falls in each of these words.
background supply contract student promote
involve retain college attend status

- 7** Each of these words can be a noun OR a verb.
Decide which each one is according to where the stress is marked.

pre·sent per·mit ob·ject in·crease
con·flict con·test ex·port in·sult

Reading

- 8** Which of these job advertisements:

- 0 is aimed at people fresh from university? **A**
- 1 requires the candidate to be self-motivated? ____
- 2 is part of an equal opportunities scheme? ____
- 3 asks for proof of the candidate's honesty and suitability? ____
- 4 demands a high level of qualifications? ____
- 5 doesn't require the candidate to have worked in that field before? ____
- 6 is to join a young, fast-growing company? ____
- 7 offers the chance of promotion? ____

A

Trainee Consultants

We are looking for bright and capable young graduates to join our highly successful business consulting team. No direct experience is necessary as training will be given but candidates must show an understanding of the business environment and a willingness to learn. Excellent career prospects. Apply in writing to PO Box 34.

B

Senior health coordinator

Lancashire Health Authority invites independent and responsible candidates with a masters degree in nursing, ten years' nursing experience and at least three years' management experience to apply for this challenging post. Lancashire Authority will consider each application on its own merits, regardless of the candidate's sex, religion or ethnic background.

C

Web designers

Sparkling Solutions was voted 'most dynamic newcomer' by IT World magazine two years ago. Our reputation is built on our ability to provide innovative, creative and fun solutions in the world of online marketing. Sounds like you? Apply to gemma@brightandsparkling.com
Please supply character references.

1.2

Asking and answering questions

Indirect questions

1 Read the interview between a journalist and the chairman of an energy company, following a 15% rise in prices to its electricity customers. Put the sentences in the right order.

1 First of all, Dr Wolf, can you tell me why this price rise is necessary?

2 Obviously, it's not something we wanted to do. It has been forced on us by higher oil prices.

_____ I can't speak for others but I would be surprised if they didn't increase them in the near future.

_____ And finally, do you know why other companies haven't increased their prices by the same amount?

_____ These new prices are necessary to protect our future profits, not our past profits.

_____ But you don't actually produce much of your electricity from burning oil, do you?

_____ But even if gas has gone up, how can you justify these prices when you have just announced record profits?

_____ Oh, I see. So you'll be making just as much money out of your customers this year, will you?

_____ In fact, our profits this year will be used to fund a very expensive investment programme in our network.

_____ No, but the price of gas is linked to the price of oil and we do burn lot of gas.

2 Convert these questions into direct questions.

0 Can you tell me why this price rise is necessary?
Why is this price rise necessary?

1 But you don't actually produce much of your electricity from burning oil, do you?

2 So you'll be making just as much money out of your customers this year, will you?

3 Do you know why other companies haven't increased their prices by the same amount?

3 Put the words into the correct order to make questions.

0 how / far / is / you / know / do / the station
Do you know how far the station is?

1 quite / you / aren't / inexperienced / are / you

_____ ?

2 sales experience / how / have / do / much / you

_____ ?

3 you / think / you / for the job / have / do / the necessary skills

_____ ?

4 you / have / have / done / you / before / this kind of work

_____ ?

5 like / a coffee / you / would

_____ ?

6 don't / in London / you / live / you / do

_____ ?

7 why / leave / last job / you / your / did

_____ ?

8 why / you / tell / me / you / this job / can / attractive / find

_____ ?

1.3

Reading Test: Part One

I The following article, taken from *Management Now* magazine, is about young people's attitudes to work. Give yourself about twelve minutes to do this reading test.

- Look at the sentences below and read the comments by five managers on the attitudes of young workers to their jobs.
- Match each statement (1-7) to one of the extracts (A, B, C, D or E).
- You will need to use some of the letters more than once.

- 0 The education system does not prepare young people for working life. **D**
- 1 It is the older generation who must accept that attitudes have changed. _____
- 2 Young people's free time is very important to them. _____
- 3 Young workers are just as dedicated to their jobs as in the past. _____

A

I find that the priorities of young employees are very different to my generation and previous generations. Leisure time is now much more organised than it was 20 years ago. When my parents had a break from work they used to do very little other than just relax. Nowadays, people want to plan an activity holiday or an action-packed weekend – to go diving or climbing or whitewater rafting. So necessarily they spend more time thinking about and planning these leisure events. This naturally has a knock-on effect on their work – they think less about work and more about leisure time.

B

Young workers certainly feel less commitment to their employers than in the past. But in many ways employers have themselves to blame for this. The demands on companies to be more competitive means that they hire people and then lay them off pretty much as they please. They need this flexibility. In other words, they don't show much loyalty to their own staff. What we are seeing now is a reaction to this. Employees have much less loyalty to their employers these days. If you ask a young person how many jobs he expects to have in his life, he will generally say about five to ten.

- 4 Young people are very concerned about their earning power. _____
- 5 Employers cannot assume their employees will stay with them for a long time. _____
- 6 Young people do not have the patience to train and learn at work. _____
- 7 It suits companies too, if employees come and go. _____

C

I think that the work-life balance that young people have found is much healthier than it was in the past. They don't just live for work – they think about what they are working for. At the same time employers have moved to take account of this by offering more flexibility in working hours, better maternity or paternity leave conditions so that young parents can have more time with their children, and so on. It's a natural evolution. Just because young people have more commitment to getting their home life right, it doesn't necessarily follow that they are less committed to their jobs.

D

I worry that standards in our schools and universities have dropped quite dramatically and that people entering the workforce are very poorly equipped to deal with the demands of working life. What is more worrying is that the graduates themselves don't realise this. They think they have all the necessary qualifications and knowledge to be successful at work, when in fact they are lacking. So when they are faced with the prospect of learning more on the job and serving their time to gain this necessary experience, they become frustrated. The fact is that many of them have an over-inflated opinion of their own worth to the company, and they need to be made aware of this.

E

The attitudes of young workers are part of the change in values that we see around us generally. The most significant of these values are: first, a fear of being poor. There are so many images of material wealth around and young people want a part of it. Second, the belief that respect has to be earned – it cannot just be expected by elders or seniors at work. Thirdly, a belief in expressing yourself rather than controlling yourself, which perhaps earlier generations thought was a virtue. So we, the older generation, must accept that these are the values of today and adapt to them in order to get the best from our young workforce.

2.1

Growing the company

Parts of a company

1 Write the word that fits the definition. The first letter has been given.

0 A company which pays a fee to use another company's name and sell its services:

a f franchise

1 A building where finished goods or raw materials are stored: a w _____

2 A company which is more than 50% owned by another (holding or parent) company:

a s _____

3 A building where manufacturing, assembling or packing activity takes place: a p _____

4 The offices where the top management and administration are based: the h _____

5 A (large) part of a company that has responsibility for one area or activity: a d _____

2 Complete each newspaper headline using a word or phrase from the box.

expands sell off go public goes bankrupt
merge take-over laid off

**British bank fears
_____ by cash-rich
Spanish giant**

Car plant closes: 800 _____

**Keltel to _____ failing
Internet business**

**BP and Shell _____ to form
world's largest oil company**

3 Complete the table.

Verb	Noun
expand	expansion
develop	
merge	
acquire	
grow	
innovate	innovation
	solution
	classification
	evolution
	tendency

Pronunciation

4 Look at where the stress falls in the following words of three syllables or more. What rules can you make about: a) those ending in *-ion* b) the rest?

innova[˙]tion respon[˙]sibility expan[˙]sion ten[˙]dency
prod[˙]uction solu[˙]tion acqui[˙]sition comp[˙]any
reven[˙]ue activ[˙]ity

5 Mark where the stress falls in each of these words.

bankrupt[˙]cy evolu[˙]tion divi[˙]sion subsi[˙]dary
strat[˙]egy distribu[˙]tion signi[˙]ficant competi[˙]tion
competi[˙]tive philo[˙]sophy

**Deanly shares will
_____ next year**

**Administrators called
in as Lanco _____**

**Chemico _____ its
European operations by
buying Toxico**

Past tenses

6 Complete the table of irregular verbs.

Present	Past	Past participle
begin		begun
become	became	
lose	lost	
buy		
put		put
rise		risen
fall	fell	
feel		
spend	spent	
find		found
found		

7 Complete this extract from a newspaper article by choosing the best sentence (A-G) for each gap (1-6).



The extraordinary fact about many successful businesses in the UK is that in the last twenty years they have not made their money from what they produce or sell. (0) A Take the example of St Coates College. (1) ____ It targeted the children of rich Europeans who wanted to send their children to the UK to study for their pre-university qualification. (2) ____ Business was good, however, and in the mid-70s the college decided it made more sense to buy houses in the neighbourhood to use as accommodation. (3) ____ Over the next fifteen years their value tripled. (4) ____ The profits of the business itself, after servicing the property loans, were, by comparison, only moderate. St Coates is not the only business to have made its money in this way. (5) ____ But what has been lost along the way? (6) ____ Now, meeting the demand for products and services is no longer of the same interest – all a person needs to do is buy a property and sit on it for ten years.

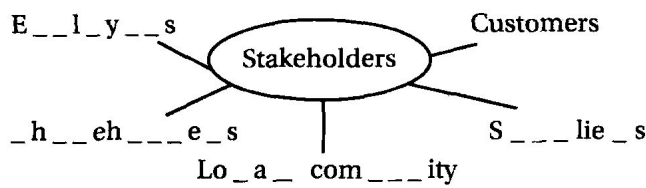
- A Rather they have profited from huge rises in the value of property.
- B By the early 1990's it had purchased over twenty such properties.
- C It was founded in the 1960's as a college for the International Baccalaureate Exam.
- D Twenty years ago, before the property boom, people were making things and providing services.
- E The same model has been applied in many sectors and places all over the country.
- F During its early years it used to rent accommodation to house these students.
- G So the assets of the college increased enormously.

8 Some of the following extracts from a transport company's annual report contain mistakes with tenses. If the sentence is correct, mark it with a ✓. If it is wrong, correct it.

- 0 2007 has been a better year than we had originally anticipated. was
- 00 At the beginning of the year we won a contract to build a new metro system in Singapore. ✓
- 1 Even though revenue was down over the course of the year, our profit margins improved. _____
- 2 In April we had begun work on a bus terminal in Shanghai. _____
- 3 In Shanghai we used the same design that we used to use in Beijing a year earlier. _____
- 4 Because many existing projects were coming to an end, we made it a priority to look for new business. _____
- 5 In May, a new head of International Business has been appointed. _____
- 6 We found that we wasted a lot of time in the planning stages. _____
- 7 The official opening was attended by the President of Iran. _____
- 8 Our R & D department was working on a new high speed railway which will be launched next year. _____

Organisational culture

9 Write in the missing letters to complete the chart.



10 Make each noun into an adjective to complete each statement.

- 0 I feel *secure* in my job. SECURITY
- 1 I am very _____ in the development of new products. INVOLVEMENT
- 2 Customers are generally very _____ with the service they get. SATISFACTION
- 3 We have a very _____ structure, with about fifteen levels from top to bottom. HIERARCHY
- 4 It's a very _____ company which empowers individuals. INNOVATION
- 5 I am consulted both on everyday matters and also on more _____ decisions. STRATEGY

11 Make each adjective into a noun to complete each statement.

- 6 At Google the emphasis is on _____ . INFORMAL
- 7 Like most banks our culture is influenced by the amount of _____ . BUREAUCRATIC
- 8 The most important thing for employees is to have _____ ; not constant change. CONSISTENT
- 9 In advertising, the main thing is to bring out employees' natural _____ . CREATIVE
- 10 _____ can be financial or simply a few words of praise. RECOGNISED

12 Below is a checklist for a healthy work environment. Complete the statements by choosing the best word from the box.

satisfaction recognised values clear
balance mutual retention reward
empowered welfare

Healthy Workplace Checklist

- ☐ Senior leadership in my organisation (0) *values* employees. (eg takes employees' needs into account when key decisions are being made.)
- ☐ Workplace health is the responsibility of all leaders (senior leaders down to front-line supervisors) in my organisation.
- ☐ My organisation walks the talk when it comes to work-life (1) _____. (eg we do not (2) _____ employees who work long hours, just those who are productive.)
- ☐ Employees in my organisation feel (3) _____ : they have a great degree of control over how they do their work and are involved in decisions that affect them.
- ☐ I work in a safe environment where on-the-job accidents are very rare.
- ☐ Employees in my organisation feel that the work they do is (4) _____ and that they get adequate feedback.
- ☐ I work in a culture of (5) _____ trust and respect.
- ☐ Customer (6) _____ is high, but does not come at the expense of employee (7) _____ .
- ☐ There are (8) _____ lines of communication (both top-down and bottom-up) in my organisation.
- ☐ People enjoy coming to work and attendance is very high.
- ☐ My organisation enjoys high (9) _____ because people do not want to leave.

2.2

Presenting facts

1 Match each phrase on the left with the one closest in meaning on the right.

- | | |
|------------------------------|-------------------------------------|
| 0 Let's get started | A Feel free to interrupt |
| 1 It's worth noting | B That brings me to the end |
| 2 the main points | C To sum up |
| 3 Stop me at any time | D Shall we begin? |
| 4 Can everyone hear alright? | E I should mention |
| 5 I digress | F Getting back to the subject |
| 6 In conclusion | G I won't take up much of your time |
| 7 I'll finish there | H Would you like me to speak up? |
| 8 I'll try to be brief | I the key issues |

2 Complete this presentation by writing ONE word in each gap.

OK. (0) Shall we get started? Today I'd like

(1) _____ present some information about Cranthorne Ltd, which,

(2) _____ you know, is a potential takeover target for us. Please interrupt

(3) _____ something is not clear, but otherwise, I'd ask you to leave your questions

(4) _____ the end of my presentation.

I'd like to begin (5) _____ giving you a brief history of the company.

Cranthorne has been (6) _____

business for over 40 years but (7) _____

recently found trading conditions very tough. There are several reasons for this: first, ...

... and so the current management is keen to find an investor to help them fund their plans.

I think I've covered (8) _____ main

points. To sum (9) _____, I'd say

Cranthorne represents the best investment

opportunity we have. Now, if you have any questions,

I'll do (10) _____ best to answer them.

3 This sentence is grammatically incorrect: 'I'd like to talk you about my experience.' Instead, we can either say 'I'd like to talk about ...' or 'I'd like to talk to you about ...' or 'I'd like to tell you about ...'. Correct the following sentences.

0 I need to talk my manager about that.
talk to my manager

1 I'd like to present you our latest design.

2 I'm going to describe you the development over the last four years.

3 And I'd like to ask to you this question: why ...?

4 Can anyone tell why we should take such a risk?

5 When I have explained you the reasons, you will understand.

6 The next graph shows to you how we achieved these results.

4 Imagine you are going to discuss the points below. Write sentences to present your opinion. Use the phrases in the box to help you.

- Do you think it's better to work for a big organisation or a small company?
- Do you think management of people is something that can be learned, or is it a natural quality?
- What do you think will be the really big growth areas of the economy over the next fifteen years?

Useful language

Personally, I think ...

In my opinion, ...

On the whole, ...

I'm not sure: on the one hand, ... on the other hand ...

You're right.

I agree with you.

Maybe so, but ...

No, I don't see it that way. For me,

2.3

Speaking Test: Part One

- 1** Complete the responses to the examiner's questions using the phrases in the box.

~~very much~~ actually not really on the whole
 I doubt it I don't see it that way for me
 I agree I might do

- 0 *Do you like living in Beijing?*
 Very much. It's a really exciting city
- 1 *So, French is your first language?*
 _____, it's German
- 2 *Is it a well-paid job?*
 Yes, but _____, money is not the most important thing.
- 3 *Outsourcing does have many advantages.*
 _____. I think it is a very risky strategy.
- 4 *I believe it's a very competitive sector.*
 _____, that's true, but there are opportunities.
- 5 *Would you like to work in the public sector?*
 _____. It tends to be less dynamic.
- 6 *And do you think you will stay in Singapore?*
 _____. It's only a two-year contract.
- 7 *Choosing the right course is very important.*
 _____. It affects your whole career.

- 2** What do these examiners' comments mean? Match each comment (1-5) with one of the phrases (A-F).

- | | |
|---|--|
| 0 That sounds exciting. I expect you're raring to go. | A If you don't take risks, you won't win anything. |
| 1 Well it's not everyone's cup of tea. | B Good luck. |
| 2 You've obviously done your homework. | C You must be keen to start. |
| 3 Nothing ventured, nothing gained. | D I approve of your decision. |
| 4 Well, I wish you all the best. | E It doesn't suit everybody. |
| 5 I think that's very wise. | F You've researched it carefully. |

- 3** Each of the student's responses below contains two mistakes which are underlined. Correct them.

0 **Examiner** Where are you working at the moment?

Candidate I am working like an apprentice on a pharmaceutical company.

I am working as an apprentice for a ...

1 **Examiner** What does your job involve exactly?

Candidate I am responsible of searching the press all days for articles about our company.

2 **Examiner** Will you continue to work there at the end of your apprenticeship?

Candidate Yes, I hope it. But maybe I must apply for a job with another company.

3 **Examiner** And what do you hope to be doing ten years from now?

Candidate My ambition is that I will work in the marketing field, because that is what I am specialised in.

4 **Examiner** Do you think it's OK for pharmaceutical companies to advertise medicines?

Candidate It depends for what kind of product they are advertising. In my vision, it's fine to advertise if you are honest about the benefits.

5 **Examiner** But perhaps that's not always the case?

Candidate I am agree with you that some companies overstate benefits, but in whole they are very responsible.