

LISTENING

1 ◀ [3.4] Listen and fill in the blanks

material metal plastic colours shape
 designs produce pocket versions spring

A: The _____ for this must be very strong. We don't want it to break while people are carrying it around.

B: That's right. We shouldn't use _____ because it's too heavy.

C: Yes, I agree. If we use a strong _____ we can make it in lots of different _____. And it's also possible to make a rectangular _____.

A: Why rectangular? It doesn't have to look like all the competitors' _____, does it? I think we should try to come up with something new. We could make circular players for example.

B: True. But we mustn't _____ something which people can't easily carry. The classic rectangular shape works because it's easy to put in your _____.

C: Well, we can design a few _____ and test them on consumers.

A: No. We can't because we don't have enough time before the launch next _____.

B: I know. But we shouldn't launch it until we're ready. Otherwise it won't sell.

2 ◀ [3.5] Listen and complete the note

Model: 1 _____

Target market: people with 2 _____ kitchen

Colours: Black, 3 _____, blue, 4 _____

Features: 5 _____ designs, easy to 6 _____

Price: 7 _____

Delivery: 8 _____ days

EXTRA KNOWLEDGE

1 Fill in the blanks with the correct word

pairs formal section size
 sale brand black leather
 try new bill socks

Salesman: Sir, how may I help you?

Customer: I'm looking for a pair of 1 _____ shoes.

Salesman: What size do you wear?

Customer: Seven.

Salesman: Seven for which 2 _____?

Customer: Does the same size mean different thing for different brands? It should be standard across all brands, right?

Salesman: For few brands, the same 3 _____ can be slightly different.

Customer: Really? Anyway, I wear size seven of Hush Puppies, and because I want to buy the same brand it shouldn't be a problem.