

Unit test 9

Answer all the questions. There is one mark per question.

LANGUAGE REVIEW

A Complete the presentation extract with the rhetorical questions (a–f). You will not need all the rhetorical questions.

- a) Is it suitable for all kinds of organisations?
- b) So how easy is it to get started?
- c) Does it really transform the way a company functions?
- d) So what do we mean by cloud computing?
- e) Sounds too good to be true, doesn't it?
- f) Why has it become so popular?

Cloud computing has transformed the way business is done. As organisations are increasingly looking to improve operational efficiency and costs, they have turned to cloud technology. This enables them to reduce capital investment in servers and data and to pay only for the services they use instead of maintaining expensive IT systems, whose capacity is largely wasted.

(1)_____ A network of external computers make up what is called a 'cloud' to handle large amounts of data which, until that point, had been handled by the company computers. As a result, the number of software applications required by a company to handle their data decreases. All they need is the cloud computing interface software, which may just be a Web browser.

(2)_____ If your company handles vast amounts of data and has an expensive IT system not being used to capacity, then the answer is yes. By only purchasing the specific functions needed, money is saved. Cloud technology is very flexible as it allows the system to cope with peak in demand without having to maintain the capacity all the time.

(3)_____ Executives today are familiar with social networking sites, where pictures, music and all kinds of data are stored remotely, and they expect to have the same facilities at work.

(4)_____ Perhaps it does and there are, quite naturally, concerns, especially with regard to security of data and privacy, but most of the issues have been dealt with now and companies can be satisfied that highly-sensitive data will be safe.

(5)_____ Most office-based applications already have a cloud option so this is a good way to experience it for the first time. Another option is to outsource one specific operating or business

function and test only that with a cloud provider. Then if the results are good, more functions can be outsourced this way.

B Complete these informal figures of speech. The first letter has been provided for you.

6 A Can you buy me a Mercedes sports car for my birthday?
 B Do I l_____ I_____ I'm m_____ of m_____?
7 A Banks are making it even more difficult to borrow money.
 B So w_____ e_____ is new?
8 A Another new competitor has come into this market.
 B Is it just m_____ o_____ are there new competitors jumping on the bandwagon every day?
9 A What sort of timescale are we looking at for the repair.
 B How long is a p_____ of s_____? It depends on what the problem is.
10 A I think we should speak to the boss about this.
 B What's t_____ u_____? He never listens.

VOCABULARY

Complete the paragraph with the words in the box.

downturns	hidebound	fast-moving	resilience	thrive	free-flowing
adaptive	expansion	alive	diversity		

The international (11)_____ strategy which our company has been following has paid huge dividends in the geographic (12)_____ we now have, spanning all the continents. In this (13)_____ world, it is important to keep up-to-date with changes and maintain (14)_____ advantage. Inflexible, (15)_____ companies soon get left behind. Being (16)_____ to social change and shifting customer preferences is vital and corporations that succeed are more (17)_____, able to change direction very quickly. Businesses that (18)_____ during (19)_____ show an incredible (20)_____ which is what differentiates those that survive and those that don't.

SKILLS

A Match the sentence beginnings with the best endings.

21 Who'd like to get	a) the words out of my mouth.
22 I'm thinking along	b) judgement until later.
23 You've taken	c) there are no bad ideas.
24 The rule is	d) the ball rolling.
25 Try and suspend	e) the lines of price reduction.

B Complete the notes about writing a mission statement with the words in the box.

speech	power	choose	purpose	brevity	jargon	gather
precise	meaning	hone				

TIPS ON WRITING A MISSION STATEMENT

- 26 _____ ideas and suggestions and _____ them.
- 27 Create a _____ statement of _____.
- 28 _____ words for _____, not beauty or cleverness.
- 29 Use plain _____, not technical _____.
- 30 _____ and simplicity equals _____.