

Working with words

1. Most of our marketing decisions are _____.
 - a) data-driven
 - b) data gathering
 - c) data analytics
2. What are the _____ of your customer base?
 - a) recommendations.
 - b) records
 - c) demographics
3. The system automatically keeps a record of every customer's _____.
 - a) privacy policy
 - b) transactional history
 - c) data gathering
4. I changed my password, as there was a _____ breach at my bank.
 - a) personal
 - b) data
 - c) privacy
5. Perhaps we should offer some _____ to our most loyal customers.
 - a) trust
 - b) perks
 - c) privacy
6. We normally outsource _____ to a specialist company.
 - a) consumer behaviour
 - b) personal information
 - c) data gathering
7. We _____ individuals with certain promotions based on their shopping habits.
 - a) offer
 - b) target
 - c) make
8. All your personal details, including credit card numbers, are _____ when you buy online.
 - a) driven
 - b) disclosed
 - c) encrypted
9. I find it quite annoying when websites continually make _____ based on things I bought ages ago.
 - a) records
 - b) recommendations
 - c) cookies
10. We continually _____ customer behaviour and use it to inform our future planning.
 - a) monitor
 - b) make
 - c) keep

Match the beginning of the sentences 1-6 with their endings a-f..

11. The marketing team aims to target.....
 12. To increase customer loyalty, the company decided to offer
 13. Companies are required by law not to disclose personal
 14. The company uses advanced analytics to monitor....
 15. If a company fails to protect its users' privacy, it may abuse
 16. It's essential for businesses to keep
- a) information without the explicit consent of their customers.
 - b) users who are most likely to purchase the new product based on their past behavior.
 - c) records of all customer interactions to ensure proper
 - d) perks like exclusive discounts and free shipping to frequent shoppers
 - e) trust, leading to significant damage to its reputation.
 - f) behaviour on its website and adapt marketing strategies accordingly.

Read the figures and choose the correct answer from the words in *italics*.

- 17 \$505: The final cost was a *little* / *great deal* more than five hundred dollars.
- 18 53%: *Roughly* / *Exactly* fifty per cent of the people said they liked it.
- 19 28.8kbps → 42.2kbps: The Internet speed was increased *marginally* / *substantially*.
- 20 98: Just *under* / *slightly* a hundred people voted for the idea.

Complete these headlines with words from the list.

shoot	level	rapidly	stay	plummet	slight
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- 21 House prices _____ to an all time low.
- 22 Upward trend in oil prices starts to _____ off.

- 23 Concerns as shares suffer _____ fall.
- 24 Interest rates will _____ the same for another month.
- 25 Unemployment set to _____ back up to high levels of the 1970s.
- 26 Sales of downloads continue to grow _____.

Business communication skills

Match 27-33 to a-g.

- 27 Could you give ... _____
- 28 What's that in ... _____
- 29 Roughly ... _____
- 30 According ... _____
- 31 The bottom ... _____
- 32 Overall, I'd say things are looking ... _____
- 33 The overriding ... _____
- a up and very positive.
- b us the low-down on this?
- c trend is towards downloads instead of CDs.
- d to a recent survey, more people are buying it.
- e line is that we need to make some huge cuts.
- f speaking it's about 5% more.
- g terms of growth?

Language at work

Rewrite the sentences using the words given.

- 34 'I'll call her back.' He said / he / her / back

- 35 'When are you flying back?' My secretary / ask / when / flying back

- 36 'Have you seen Frank?' They / ask / if / Frank

- 37 'Check my messages, please.' She / told / to / messages

- 38 'Thank you for all the hard work you've done.' Miles / thank / hard work / done

- 39 'This product doesn't work properly!' A customer / complain / the product / work properly

- 40 'Sorry for being late. My train was delayed.' Peter / apologize / late and said / delayed

