



14. The sentences below describe stages in an unsuccessful product launch. Put them in a logical order. Then listen, and check your answers.

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- a. The newspapers asked questions.
- b. We recalled the product.
- c. The company lost a lot of money.
- d. We launched the product.
- e. The R&D department tested the product.
- f. The number of complaints doubled.
- g. People started to complain.
- h. The product sold well.

15. Answer these questions about the product launch.

- a. What was the product?
- b. What was the problem?

Narrative Tenses

We can use different tenses to narrate a story.

Simple past	The newspapers heard about it.
Past continuous	It was going really well.
Past perfect	We had tested it for over six months, and there had been no bad reaction to it.
Present perfect	Since then, we have kept away from skin-care products.

16. Answer these questions about the product launch.

1. _____ - setting the scene and providing background information?
2. _____ - events which happen before the story begins?
3. _____ - events in the story?
4. _____ - saying what the present results of the story are?