UNIT 3.2

FURTHER READING

1. Choose the correct word (A, B, or C) to complete each sentence. The first sentence is done for you.

1. A ……. is another name for a 'producer'.

A. supplier B. distributor C. manufacturer

2. Suppliers often sell large quantities of goods to……, who do not usually sell directly to consumers.

A. wholesalers B. retailers C. manufacturers

3. We offer a …….. to customers who buy in bulk.

A. refund B. discount C. delivery

4. We ask consumers who are not fully satisfied to ……goods within 7 days.

A. discount B. refund C. return

5. In order to get a full ……. customers must send back goods in the original packaging.

A. discount B. refund C. return

6. Goods will be dispatched within 24 hours of your order.

A. dispatched B. purchased C. exchanged

7. Goods are kept in our ……. until ready for delivery.

A. store B. storage C. warehouse

8. Products and services offered at a large discount are generally a (an)……

A. sale B. bargain C. offer

2. Complete the table of word families below.

Verb	Noun	Person	Expressions
advertise	advertising advertisement	.....[1]	advertising campaign
compete	.....[2]	competitor	competitive prices
consume	consumption	…….[3]	consumer goods
employ	.....[4] unemployment	employer .....[5]	self-employed
produce	product productivity …….[6]	Producer	productivity bonus
sell	sales	.....[7]	sales figures
supply	supply	.....[8]	Law of Supply and Demand

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3. Choose the best answer among A, B, C, D.

1. Would you like ……. with him?

A. to traveling
B. to travel
C. travel
D. traveling

2. Would you like something …….?

A. to eat
B. to eating
C. eat
D. eating

3. How ……. your coffee?

A. would like
B. you would like
C. would you like to
D. would you like

4. Who ……. come with me?

A. likes
B. would you like
C. would like to
D. would like

5. Where would you …….?

A. like to stay
B. liking to stay
C. like to staying
D. like stay

6. Would you like …….?

A. have some orange juice
B. some orange juice
C. having some orange juice
D. to having some orange juice

4. Write a short description of your company you have just finished asking questions in exercise E.1 above then report back to the rest of the class.

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5. Rewrite the sentences by using clues in brackets.

1. Nokia advertises on buse in China.(advertisements)

→ Nokia has ……

2. Nokia produces the Lumia 1310. (products)

→ The Lumia 1310 is one of ……

3. Nokia has large sales in China.(sell/ telephones)

→ Nokia ……

4. There are 53,000 employees in Nokia company.(employs)

→ Nokia ……

5. Nokia competes with Ericsson in the mobile phone market. (competitors)

→ Ericsson is one of……..

6. Choose the prepositions in the box and fill in each space.

with	*for*	*between*	*in*

1. British Airways (BA) is .....competition .....Virgin Airlines .....domination of transatlantic flights.

2. Nissan and Volkswagen comepte .....the car manufacturing business.

3. Pepsi and Coca-Cola compete .....each other ..... a bigger share of the soft drink market.

4. This rivalry ..... the sales and marketing department is ridiculous.

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