

LEVEL THREE- LISTENING

Use the words in the box to complete the text. There are two extra words in the box.

| | | | |
|---------------|--------|---------|----------|
| entrepreneurs | skills | profit | products |
| competition | risks | succeed | |

Today, technology based companies are the biggest companies in the world. Big multinational companies like Apple and Samsung spend billions of dollars every year to develop and market new 1. _____ like mobile phones and computers. These companies must often take huge 2. _____ because sometimes their devices may not sell well in the market and all the money spent to develop them will be lost. They must also face stiff 3. _____ from other companies that try to sell the same devices. Many of these companies were started by young 4. _____ like Steve Jobs, Mark Zuckerberg and Bill gates when they were students. They invested only a few hundred dollars in the beginning, but today they make billions of dollars as 5. _____ each year. In fact, these companies make more money than the GDP of many small countries.

(Biju C Thomas)