FURTHER PRACTICE

UNIT 8.3 COMPANY HISTORY

1. Listen to the start of a presentation. Number the items (a-f) in the order you hear them.

a) There are three parts to my presentation. Firstly,... ☐

b) By the end of my presentation, you will understand ☐

c) Good afternoon, everyone. My name is Robert Ford. ☐

d) If you don't mind, let's leave questions to the end. ☐

e) I'd like to talk about our new marketing strategy ☐

f) Finally, the details of the costs... ☐

2. Listen again. Match the headings (1-5) to the items (a-f) in exercise 1. One heading can go with two items.

1) Topic of the talk

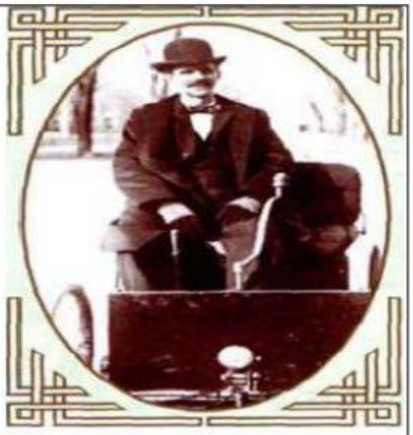
2) Aim

3) Greeting the audience

4) Plan of the talk

5) Dealing with questions

1893	born in Michigan
1879-1902	worked in various workshops building cars and engines
1903	founds Ford Motors
1908	launches Model T-Ford
1913	introduces the car assembly line - makes it possible to produce more cars more quickly
1918	Candidate for US Senate - loses election
1941	allows unions at Ford for the first time
1947	dies
1999	William Clay Ford Junior (great grandson) becomes Chairman of Ford



FURTHER PRACTICE

UNIT 8.3 COMPANY HISTORY

4. Writing: Look at the short brief of McDonald's history above. Make questions for these answers. Sometimes you need the passive form of the questions, and sometimes the active, as in the example.

1. When <u>did Ray Croc open his first restaurant?</u>	1995.
2. When .....?	1963.
3. When .....?	1965.
4. How much .....?	$2,250.
5. When .....?	1968
6. When .....?	1979.
7. When .....?	1984.
8. Where .....?	Moscow and Peking.
9. When .....?	1995.
10. Where .....?	Chicago.

