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**Subject:** Listening
**Level: 11th** Grade

## Self-Study Guide.
## UNIT 8. Running a Business.

**VOCABULARY.**

**Listening. Listen to the audios and complete each sentence with corresponding word.**

1. Fill out this application in order to _____ for our points card.
2. We need a _____ clerk for the Christmas season.
3. New customers mean business is _____.
4. You will get a _____ for each sale.
5. They shook hands to confirm their new _____.
6. Jan will go shopping with her end-of-year-_____.
7. _____ to our newspaper to get the latest news.
8. The government accountant is _____ our finances.
9. The first _____ of the year ends in March 31st.
10. We need to _____ _____the meeting form the 16th to the 15th.
11. He is the _____ owner of the coffee shop.
12. We eat lunch at the company _____ _____ .
13. The _____ _____ helps manage the company.
14. Please CC everyone on the _____ in the e-mail.
15. Your manager will _____ your progress.

# Listening Strategy: Idioms

In the Listening Section of the TOEIC®, you may hear many phrases that do not seem to make sense in the situation discussed. This could be because these phrases are idioms. Idioms mean something other than the literal meaning of the words used. If you are more familiar with business idioms, you will better understand business talks and dialogs.

**Below are some useful idioms used in business contexts.**

| Idioms | Meaning. |
|---|---|
| 1. By the book | According to the rules. |
| 2. Throw in the towel | Give up. |
| 3. Up to speed | Having the latest information. |
| 4. Win-win-situation | A situation where both parties involved get a benefit. |
| 5. Meet someone halfway | Compromise. |
| 6. On the ball | Smart, aware of any developments and quick to react to them. |
| 7. Back to the drawing board | Start again from the beginning. |
| 8. The big picture | The most important facts; the main ideas. |
| 9. See eye to eye | Agree of have the same opinion. |
| 10. Cut to the chase | Say what is important without delay. |
| 11. Talk shop | Talk about work in a social situation where it is not appropriate. |

**Look at the following examples. If possible, have a partner read the dialog or talk while you listen.**

Ex 1

**Joe:** Why the frown, Matt?
**Matt:** The start-up isn't going too well. I might have to throw in the towel.
**Joe:** Don't do that! Things will turn around. The economy is just a little sluggish.
**Matt:** I sure hope so. I don't want to go back to working for someone else.

**What is Matt considering doing?**

(A) Opening a health-related start-up (**Incorrect:** he has already started some kind of start-up.)
(B) Starting a new exercise program (**Incorrect:** this is not mentioned.)
(C) Working for someone else (**Incorrect:** he doesn't want to go back to this.)
(D) **Closing his business** (**Correct:** ***throw in the towel*** **means to quit**)

**Ex 2**

Having trouble with one of your staff? Is there someone with whom you just don't see eye to eye? Before doing anything permanent, consider the big picture. Does this person contribute to the company? It might be in your best interest to keep him or her on. Consider trying to meet him or her halfway on difficult issues. A better work relationship could be a win-win for you both.

1. **What is the problem?**
   - (A) **A boss cannot agree with a staff member.** (Correct: *don't see eye to eye* means to disagree)
   - (B) A staff member does not contribute. (**Incorrect:** this is not mentioned)
   - (C) An employee takes pictures of the products. (**Incorrect:** "the big picture" means main facts)
   - (D) A worker injured an eye while at the work site. (**Incorrect:** "see eye to eye" means to agree with)
2. **What is suggested as a solution?**
   - (A) **Trying to compromise on some things** (Correct: *meet him halfway* means to compromise)
   - (B) Finding a benefit to the company (**Incorrect:** this is not mentioned)
   - (C) Thinking about your best interests (**Incorrect:** this is not a solution)
   - (D) Taking photos to improve a relationship (**Incorrect:** this is not mentioned)

## Practice

**A** Listen and choose the correct answers. Track 54

**1.** What does the woman think?

(A) The man should be direct. (B) The man should cut jobs.

**2.** What is true about the man?

(A) He reads too much. (B) He thinks following rules is important.

**3.** What can the man do?

(A) Use the new system very quickly (B) Explain how to use the new system

**4.** Why does the man like Jack?

(A) Jack is very athletic. (B) Jack is quite smart.

**5.** What will they do about the strike?

(A) Meet with the workers near the factory (B) Find a compromise to the workers' demands

**B. Listen to the short talks. Choose the correct answers.**

**1. When planning a start -up, _____**

a. think about the most important areas

b. consider how you will survive on the little money.

**2. The most important factor in the woman's success was_____**

a. not listened to people´s negative comments

b. never giving up.

**3. In a negotiation, it is important to _____**

a. find a happy medium were both parties can accept

b. firmly stick to your original demands.

**4. In a sluggish economy, companies can _____**

a. advertise more lower-level job positions

b. expect better-qualified people to apply.

**5. Starting a business with a spouse can be a bad idea because _____**

a. you might end up taking work home.

b. you might talk about work all the time.

# Mini-Test 8.

## A. Listening: Photographs

**Listen and choose the letter of the statement that best describes the photograph.**




**1.** (A) (B) (C) (D)



**2.** (A) (B) (C) (D)



**3.** (A) (B) (C) (D)

**B. Listen to the question or statement and three responses: Choose the letter of the best response.**

**1.** (A) (B) (C)

**2.** (A) (B) (C)

**3.** (A) (B) (C)

**4.** (A) (B) (C)

**5.** (A) (B) (C)

**6.** (A) (B) (C)

## C Listening: Conversations

**Listen and choose the best answer.** Track 58

**1.** What is the problem?

(A) A proposal was not accepted.
(B) The man doesn't want to be an investor.
(C) Something important was thrown out.
(D) The woman doesn't like the suggestion.

**2.** What does the man suggest?

(A) To throw away the towel
(B) To modify the proposal
(C) To contact other investors
(D) To look at feedback again

**3.** What does the woman think of the man's suggestion?

(A) The idea would not be welcomed.
(B) It might work.
(C) It won't help.
(D) The idea is too vague.

## D Listening: Talks

**Listen and choose the best answer to each question.** Track 59

**1.** Who is the man's talk directed at?

(A) Successful CEOs
(B) Recent customers
(C) Owners of new start-ups
(D) Marketing reps

**2.** What does the man think is most important for new businesses?

(A) Not being afraid to try something new
(B) Surviving the first year of business
(C) Getting up to speed on customers
(D) Quickly attracting a customer base

**3.** What does the man say NOT to do?

(A) Use different types of marketing
(B) Be aggressive in looking for a customer base
(C) Worry about being too direct
(D) Take measures like telemarketing

| "Self- assessment of my performance"<br>**Al terminar por completo el trabajo, autoevalúo el nivel de desempeño alcanzado.** | | | |
|---|---|---|---|
| I type an (X) in the level that best represents my obtained performance in each indicator. | | | |
| Indicators of Learning | Performance Levels | | |
| | ***To achieved:*** ***(Beginner)*** Learner is in process to achieve the task. Learner presents some issues | ***In progress:*** ***(Intermediate)*** Learner can achieve the task with some difficulty and needs improvement | ***Achieved:*** *(Advanced)* Learner can achieve the task without any difficulty. |
| The student recognizes specific information from audios related to "around the house" contexts by choosing the correct option. | | | |