

# Business Result

## Advanced (C1)

### Unit 4

#### Exercise 1

##### Match.

1. express	a. communications plans
2. learn	b. planning
3. draw	c. simulation exercises
4. robust	d. to crises
5. restore	e. from each other's mistakes
6. resilient	f. things to a close
7. contingency	g. public remorse
8. run	h. ownership
9. take	i. its reputation
10. show	j. care for

#### Exercise 2

Complete the sentences using the phrases from the previous exercise in the correct form.

1. Companies should start with some proper \_\_\_\_\_.
2. Firms all too often fail to \_\_\_\_\_.
3. Popular brands can be surprisingly \_\_\_\_\_.
4. CEOs should always start by \_\_\_\_\_ those affected.
5. Ms Gudgeon believes VW can \_\_\_\_\_.
6. I'd like to \_\_\_\_\_.
7. Sometimes firms haven't actually \_\_\_\_\_.
8. Mr Clayton has some sympathy with companies expected to \_\_\_\_\_.
9. Many companies don't have \_\_\_\_\_ in place.
10. It is vital that a chief executive \_\_\_\_\_ of a crisis.