

Working with words

Match 1–9 to a–i.

- 1 We collect a lot of data from customers, but we don't abuse ____
 - 2 We can offer customers relevant new products because we keep ____
 - 3 Their company has a special department for analysing ____
 - 4 There is a strict privacy ____
 - 5 With online purchases, we encrypt ____
 - 6 They're new to working online, so I was hoping you could make ____
 - 7 Our market is dedicated to young travellers, so we target ____
 - 8 Every detail of customer behaviour ____
 - 9 Be careful about the personal information ____
- a credit card details so that no one else has access to them.
 - b data of online purchases.
 - c is monitored – they can even now track your eye movements across the screen!
 - d policy – available online – to ensure that we know the law, and act legally.
 - e records of buying history.
 - f some recommendations to help them out.
 - g their trust: we don't pass the data on to other companies.
 - h those particular users in our advertising.
 - i you disclose: interviewers often check your use of social media.

Complete the missing words in sentences 10–15.

- 10 It's important to study the d_____ of an area before starting a new business there.
- 11 Everything I've bought online from that company is recorded in my t_____ history.
- 12 When I book a flight online, the website uses c_____ to remember my details for next time.
- 13 The company suffered a data b_____, and lost a lot of important client information.
- 14 They were doing a few studies, but it was all data-d_____, and not based on any personal experience.
- 15 To encourage customers back, you can offer p_____ such as discounts on their next visit, or a voucher if they spend a certain amount.

Business communication

Match 16–22 to a–g.

- 16 Could you give ____
 - 17 What's that in ____
 - 18 Roughly ____
 - 19 According ____
 - 20 The bottom ____
 - 21 Overall, I'd say things are looking ____
 - 22 The overriding ____
- a up and very positive.
 - b us the low-down on this?
 - c trend is towards downloads instead of CDs.
 - d to a recent survey, more people are buying it.
 - e line is that we need to make some huge cuts.
 - f speaking it's about 5% more.
 - g terms of growth?

Language at work

Rewrite sentences 23–30 using the words in brackets.

- 23 'I'll call her back.' (He said / he / her / back)

- 24 'When are you flying back?'
(My secretary / ask / when / flying back)

- 25 'Have you seen Frank?' (They / ask / if / Frank)

- 26 'Check my messages, please.' (She / told / to / messages)

- 27 'Thank you for all the hard work you've done.'
(Miles / thank / hard work / done)

- 28 'This product doesn't work properly!'
(A customer / complain / the product / work properly)

- 29 'I'll look into it for you.'
(The sales assistant / promise / look into it / me)

- 30 'Sorry for being late. My train was delayed.'
(Peter / apologize / late and said / delayed)

Result _____ / 30 marks

Unit 12 Speaking test

Role card

This *Speaking test* has only one role card because each student has to give an individual presentation. Copy this page and cut out the role card for each student. Then use the *Speaking test results* form to evaluate each student's performance. You can then cut out the results and give them to the students.

----- cut along this line -----

- 1 You will give a short presentation which summarizes the key factual or numerical information in this article. First, read the article and underline any parts which report figures and the main findings.

Podcasts are sound files, often made up of speech and music, that can be downloaded and listened to on a computer, or transferred to a mobile MP3 player. Increasingly, they are automatically delivered using software. Originally, they were put together by people good at using computers and posted on the Internet. Topics varied from the sensible to the bizarre. But now, in addition to these home-grown shows, media organizations like National Public Radio in the US and the BBC in the UK use podcasting as an alternative way to distribute their content. As a result, podcasting has exploded. Here are some recent findings on the trends for podcasting.

Fact 1: A survey by the Pew Internet and American Life Project has found that 12% of US people online had downloaded a podcast in the last 12 months. Earlier this year, a survey by the same research group found that just 7% of online Americans had downloaded a show.

Fact 2: Podcast Alley, a website that acts as a directory of shows, listed just 1,000 podcasts in November 2004. Today, it lists more than 26,000 different podcasts with more than one million episodes. 'While podcast downloading is still an emerging activity primarily enjoyed by early adopters, the range of content now available speaks to both mainstream and niche audiences,' said Mary Madden, senior research specialist at Pew. 'We are at a crossroads of a major change in the way media content is delivered and consumed.'

Fact 3: Last year, research from The Diffusion Group suggested that podcasts could have a US audience of 56 million by 2010.

Source: BBC News

- 2 Now make notes on the text and prepare your summary presentation. In your presentation:

- introduce what the report is about
- report the three main pieces of factual or numerical information in the report
- summarize the overall trend for podcast use in the future

You have 3–4 minutes to present. You should not read from the article above. Only refer to your notes.

----- cut along this line -----

Unit 12 Speaking test results

Use this form to evaluate each student.

----- cut along this line -----

Can the student ...?	Didn't do this (0 points)	Yes, but with some mistakes (1 point)	Yes, did this very well (2 points)
introduce the presentation			
report the first piece of data			
report the second piece of data			
report the third piece of data			
summarize the overall findings			

Result _____ / 10 marks

----- cut along this line -----