

## HOMEWORK

**Exercise 1. Choose the correct answer**



**Exercise 2. Choose the correct answer**

**Question 1-4 refer to the following letter**

Dear Ms. Clark,

Thank you very much for your gift to The NewEd Foundation. As you requested, your ..... will support the education of children enrolled in public school systems in

- 1. A. expertise
- B. volunteering
- C. establishment
- D. contribution

the local area. At NewEd, we work to provide educational institutions with funding for after-school programs, materials, training for instructors. We also strongly ..... salary

- 2. A. assess
- B. restore
- C. promote
- D. place

increases for teachers and specialists employed at educational institutions. ..... a

- 3. A. Due to
- B. As
- C. By
- D. Even if

way of thanking you for supporting our cause, The NewEd Foundation welcomes you to join our annual conference on science education. I have enclosed an invitation for you and a guest. .....

- 4. A. Simply present it at the entrance on the day of the event.
- B. We appreciate your offer to give a talk at this fundraiser.
- C. Those who attended agree that the event was a great success.
- D. Provide the volunteers with instructions when you arrive.

Thank you again for your ongoing financial support of our organization.

Kindest regards,

Marianne Lexington

Program coordinator, The NewEd Foundation

**Exercise 3. Choose the correct answer**

**Question 1-4 refer to the following foreword of a book**

*Starting Up*

**A Foreword by Michael Lawman**

*Starting up* is Anne Schubert's first nonfiction publication, tracing the events in her life that led her to become a successful businessperson. Schubert reminds us through her compelling life story that creating a start-up company is not something that one can do without planning. —[1]— Sufficient time and hard work are both necessary to make one's own business profitable, and the process of how to do that is outlined in detail throughout this book.

Schubert discusses how even from a young she had always thought herself something of an inventor. Trying to come with original products that others would find useful in their daily lives gave her inspiration. —[2]— She also had to overcome the multiple challenges that go along with promoting a new product and ultimately landed contracts to supply Venus Footwear and Constant Sports Equipment.

And it didn't take Schubert long to open a start-up company in Seattle called Swift World, which eventually led to her becoming CEO of Swift Enterprises International. Now with over 280 shoe stores across six different countries. we learn in the book how Schubert came from nearly nothing and developed Swift Enterprises into one of the nation's lucrative retailers. —[3]—

Not only is *Starting Up* incredibly insightful and educational for entrepreneurs, but it is an entertaining read with lots of personal stories about the highly competitive world of product development and retail. I've been fortunate enough to be Schubert's professional peer for many years and have benefitted a lot from her insight and intuition. —[4]— Now, with *Starting Up*, you too can have a look inside Schubert's world of start-up success.

**1. What is stated about Starting up?**

- A. It is on an international best-seller list.
- B. It motivated Mr. Lawman to pursue a career in business.
- C. It is about the career of an entrepreneur.
- D. It was published prior to the opening of Swift Enterprises.

**2. What is mentioned about Swift World?**

- A. It was developed in collaboration with a partner.
- B. It has seen its sales levels decline in recent years.
- C. It carries a wide selection of used sports products.
- D. It expanded globally after opening in Seattle.

**3. What is suggested about Ms. Schubert?**

- A. She has an educational background in marketing.
- B. She went to university with Mr. Lawman.
- C. She experienced success in retailing shoes.
- D. She plans to increase the number of her company's branches.

**4. In which of the positions marked [1], [2], [3] and [4] does the following sentence best belong?**

"However, she learned quickly that idea creation alone was simply not enough to bring a product to market."

- A. [1]
- B. [2]
- C. [3]
- D. [4]