UNIT B

Revision

4 Organisation

VOCABULARY

1 Match the verbs (1–6) to the nouns (a–f) to make common collocations.

1 draw up	a) press releases
2 install and maintain	b) contracts
3 keep	c) research
4 train	d) systems
5 carry out	e) records
6 issue	f) staff

2 Write the name of the activity from Exercise 1 which is typically performed by each of these departments.

1 R&D
2 Public Relations
3 Legal
4 IT
5 Human Resources
6 Administration

NOUN COMBINATIONS

Match a noun from column A with a noun from column B to complete each of the sentences below.

A	B
consumer	style
sales	headquarters
management	range
company	revenue
product	awareness

1 Our ability to attract top people is a reflection of our .... – trying to be close to employees, clients and markets.
2 Arlito's .... has recently been extended and now includes a greater variety of soft drinks.
3 The travel sector is being encouraged to go green by the growing .... of environmental issues.
4 The company's total .... for 2009 was about £1.37bn, compared with £1.8bn the previous year, i.e. a 24-per-cent decline.
5 The new tax regime is an attempt to make our country a more attractive location for ....

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LIVEWORKSHEETS

WRITING

Put the sentences (a–g) in the correct order to write an e-mail.

To: Rodrigo Estay
From: Jan Kopke
Subject: Yesterday's meeting

Dear Rodrigo,

a) The subject of employment inevitably provoked a heated argument, and no decision was reached …
b) The main item on the agenda was, as you know, the proposed relocation to Slovenia.
c) However, in the current economic climate, it was felt that there were more urgent priorities.
d) Most people agreed that this would result in a reduction in costs, and consequently that it would be good for our profits.
e) The most immediate of these, some argued, is to safeguard employment in our country.
f) … except to postpone the discussion till our next meeting, which I know you won't want to miss.
g) As promised, here's a brief summary of what happened at yesterday's meeting.

Talk soon,

Jan

5 Advertising

VOCABULARY

Complete the text with the words in the box. There are some words which you will not need.

advertorial	commercials	endorsed	flyers	free samples	viral
hoardings	placed	point-of-sale	pop-ups	slogans	

You may disagree that advertising is an art, you may even find it irritating at times, but it has certainly become part of our life. The newspaper article that you started reading turns out to be an .....[1]. The programme you are watching on TV is suddenly interrupted by a series of .....[2] for various consumer goods, including one for Crispin's Crisps, ...[3] by your favourite film star. And no sooner do you start surfing the Internet than .....[4] invade your screen. So you take a break and go for a stroll, only to take in once more how much .....[5] have indeed changed your cityscape. Then, on entering your local supermarket, you notice immediately that .....[6] advertising is alive and well, but do not refuse the .....[7] given away that day. Finally, you just do it – yes, you buy three packets of Crispin's and walk back home with a spring in your step.

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LIVEWORKSHEETS