

INTERNATIONAL EXPRESS – INTERMEDIATE LEVEL UNITS 1,2,3

SECTION A: UNIT 1 – THE DIGITAL WORLD



A1. Grammar: Present Tenses (7 Marks)

Choose the correct verb form (Present Simple or Present Continuous) to complete the sentences.

1. Our company (**publishes / is publishing**) its sustainability report every April.
2. I (**work / am working**) on a special project this week, so please try not to disturb me.
3. The majority of users (**prefer / are preferring**) simple, easy-to-navigate websites.
4. A: Why (**do you learn / are you learning**) Mandarin? B: Because my job (**require / requires**) me to communicate with our Chinese partners.
5. Social media engagement (**fall / is falling**) across all our platforms this month; we need a new strategy.
6. The CEO usually (**travels / is traveling**) to three different countries before the end of the year.
7. A: What (**do you think / are you thinking**) about the new digital marketing campaign?

A2. Vocabulary: Social Networks and the Internet (7 Marks)

Match the business term (1-7) with its definition (A-G).

Term	Definition
1. Digital Footprint	A. A specialized form of social media for professional communication and job searching.
2. Network	B. The total set of visible traces that an individual or organization leaves online.
3. Go Viral	C. The practice of using the internet to communicate a brand's message to consumers.
4. Brand Awareness	D. The process of creating and controlling a public online identity.
5. Personal Branding	E. The people or organizations you are connected to professionally.
6. Digital Marketing	F. The extent to which customers recognize or recall a brand.
7. LinkedIn	G. Content that spreads rapidly and widely across the internet.

1. ____ 2. ____ 3. ____ 4. ____ 5. ____ 6. ____ 7. ____

A3. Cloze Test: Digital Business Language (4 Marks)

Choose the best word (A, B, or C) to complete the text.

Many companies (1) ____ that a strong online (2) ____ is essential. At the moment, our IT team (3) ____ the speed of our website because slow load times (4) ____ users to abandon their shopping carts.

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|--------------------|------------------|-----------------|
| 1. A. believe | B. are believing | C. is believing |
| 2. A. footprint | B. awareness | C. network |
| 3. A. is upgrading | B. upgrade | C. upgrades |
| 4. A. cause | B. are causing | C. is causing |

SECTION B: UNIT 2 – STARTING UP (18 Marks)

B1. Grammar: Past and Present Perfect Tenses (7 Marks)

Choose the correct tense (Past Simple, Present Perfect Simple, or Present Perfect Continuous) to complete the sentences.

1. The founder (**came up / has come up/ comed up**) with the idea for the company while he was travelling in Asia.
2. The firm (**didn't make / hasn't made/ didn't made**) a single dollar of profit since the COVID-19 pandemic began.
3. I (**have been trying / tried/ tried**) to contact the bank manager all morning, but her phone is busy.
4. They (**have always struggled / always struggled/has been struggling**) to secure funding because of their high overheads.
5. A: When exactly (**did your business break / has your business broken/ has broken your business**) even? B: It (**did / has / break**) in December 2023.
6. Before the merger, we (**was / were / have been**) completely separate entities.
7. She (**has only just finished / has only just finish / only just finished**) writing the initial business plan.

B2. Vocabulary: Starting a New Business (7 Marks)

Complete the sentences using the most appropriate word or phrase from the box.

/ profit / start-up / break even / funding / overheads / business plan / market research /

1. A detailed _____ is necessary to forecast sales, costs, and potential challenges.
2. The monthly fixed costs, such as rent, salaries, and utility bills, are known as _____.

3. We need to conduct thorough _____ to find out if there is demand for our product.
4. We cannot expect to make a _____ in the first two years; our goal is simply to cover costs.
5. A small technology _____ needs quick access to funding to scale rapidly.
6. The company hopes to _____ by the end of the year, meaning sales equal costs.
7. The bank is reviewing our application for initial _____ to secure the first year's operations.

B3. Phrasal Verbs (4 Marks)

Choose the correct phrasal verb to complete the sentences.

1. We need to (**come up with / call off**) a creative solution to this logistical problem immediately.
2. The board decided to (**call off / run into**) the partnership deal because of ethical concerns.
3. After months of losses, the directors decided to (**wind up / set up**) the failing project.
4. It took years of negotiation to finally (**break into / run into**) the competitive pharmaceutical market.

SECTION C: UNIT 3 – THE FUTURE OF BUSINESS (14 Marks)

C1. Grammar: Future Probability (7 Marks)

Choose the word or phrase that best expresses the future possibility.

1. The presentation is tomorrow, so the team (**will definitely / might not**) finish the slides in time. (50% chance of success)
2. If the economy continues to shrink, unemployment (**is likely to / is sure to**) rise further. (High probability based on current data)
3. We've signed the contract, so our new software (**is unlikely to be / will definitely be**) delivered next month.
4. I think the new AI system (**is certain to / might**) replace some routine jobs in the next five years. (Strong, but not 100% certain, prediction)
5. We are completely out of stock, so there (**might / will**) be a delay on your order. (High certainty/fact)
6. Due to poor weather conditions, the flight (**is unlikely to / is sure to**) depart on schedule. (Low probability of leaving on time)
7. If you invest in that sector, you (**might not / will**) lose all your money. (Low chance of losing everything)

C2. Vocabulary: Cause and Effect (7 Marks)

Complete the sentences using the most appropriate cause and effect phrase.

led to accelerate as a result are affected by results in as a result of will lead to

1. The introduction of flexible working hours has _____ a significant increase in employee satisfaction.
2. The delay in shipping was _____ a major fire at the port.
3. New competitors entering the market _____ lower profit margins for everyone.
4. We need to quickly _____ our product development process to stay ahead.
5. The high cost of raw materials meant that, _____, we had to raise our prices.
6. The new regulations in the EU mean that our delivery times _____ the change in customs procedures.
7. Lack of quality control often _____ customer complaints and product recalls.