Lesson
29

WORDS TO LEARN

anxious
ascertain
assume
decade
examine
experiment
logical
research
responsibility
solve
supervisor
sytematically

Product Development

Study the following definitions and examples.

1. **anxious** adj., worried
   a. The developers were anxious about the sales forecast for the new product.
   b. The graphic designers tried to be calm during their presentation, but you could tell they were anxious it would not be well received.
2. **ascertain** v., to discover; to find out for certain
   a. A necessary part of product development is to ascertain whether the product is safe.
   b. A customer survey will help to ascertain whether there is a market for the product.
3. **assume** v., to take upon oneself; to believe to be true
   a. The young man felt ready to assume the new responsibilities of his promotion.
   b. A company should assume nothing about the market but instead pay close attention to research results.
4. **decade** n., a period of ten years
   a. After a decade of trying, the company finally developed a vastly superior product.
   b. Each decade seems to have its own fad products.
5. **examine** v., to interrogate; to scrutinize
   a. Before marketing a new product, researchers must carefully examine it from every aspect.
   b. Good researchers have to examine every possible option, including some that seem bizarre.
6. **experiment** v., to try out a new procedure or idea; n., a test or trial
   a. Product developers must conduct hundreds of experiments in their research.
   b. After designing a new product, researchers continue experimenting to determine whether it has other uses.
7. **logical** adj., formally valid; using orderly reasoning
   a. It is only logical for a research and development team to concentrate on one or two new products at a time.
   b. In addition to logical thinkers, a good research and development team should include a few dreamers.
8. **research** n., the act of collecting information about a particular subject.
   a. Part of the research the team does is to determine whether similar products are already on the market.
   b. For toy manufacturers, research can be pure fun.
9. **responsibility** n., a task
   a. The product development department has a huge responsibility to be sure that the product is safe, even if used improperly.
   b. Another responsibility of product development is to ensure that there will be a demand for the product.
10. **solve** v., to find a solution, explanation, or answer
    a. Researchers find that every time they solve one problem, two more result.
    b. One of the biggest problems to solve is why people would want to own the new product.
11. **supervisor** n., an administrator in charge
    a. The department supervisor has to balance his department's responsibilities in order to keep the president satisfied with its progress.
    b. A good supervisor gets his team to work with him, not just for him.
12. **systematically** adv., methodically; following a system
    a. Once the creative development is completed, the department works systematically toward making the idea a reality.
    b. While creative thinking is necessary, analyzing a problem systematically is indispensable.

LIVEWORKSHEETS

WORDS IN CONTEXT

Read the following passage and write the words in the blanks below.

anxious	decade	logical	solve
ascertain	examining	researched	supervisor
assume	experiments	responsible	systematic

Michael was worried about his promotion. He needn't have been (1) _____ though. He had worked in the Product Development Division for nine and a half years, almost a (2) _____. He knew the department inside out. Now, however, he would be the director. As a member of the department, he had only to do what his (3) _____ told him. As the director, he would be the person (4) _____ for the success of his department. Fears are not always (5) _____; in fact, they are often illogical.

As his first task, he decided to conduct a (6) _____ analysis of the steps required to develop new products, and to organize the tasks into a logical order. The first step in developing new products would be to (7) _____ what kind of products the market needed and what problems existed with the products currently being used.

The second task would be to find out how best to examine these problems and determine what kind of research would be needed to (8) _____ the problems. It would be better to say, reexamine these problems, since most of these unsolved problems had been thoroughly (9) _____ over the years.

The third task would be to look at the quality and characteristics of the competition's products. By (10) _____ the competition's products, he would know where he should improve. And the final task would be to decide how to gather the most substantial information from the fewest number of (11) _____. Michael smiled and sat back to read over his list. Confident that he had a good team and a good plan, he felt ready to (12) _____ his new job.

LIVEWORKSHEETS

WORD FAMILIES

noun	anxiety	The level of anxiety was high when the experimental car underwent road tests.
adjective	anxious	If you feel anxious, sit down and try to relax.
adverb	anxiously	The stockholders anxiously awaited the release of the new drug that, if successful, would make their stocks more valuable.

verb	assume	Product developers should assume nothing that research does not support.
noun	assumption	Most consumers make the assumption that, unless they are warned otherwise, the products they buy are safe.
adjective	assumed	The assumed results should be kept confidential until the product is retested.

verb	experiment	The product developer had experimented with improving electronic equipment since she was in the sixth grade.
noun	experimentation	Hi-tech companies are constantly involved in experimentation with new products in order to stay ahead of their competitors.
adjective	experimental	The new computer was experimental, so you could try it at the store, but you couldn't buy one.

noun	logic	Most problems can be easily solved by the application of logic.
adjective	logical	It was logical to put Martha in charge of the project as she had spent so much time developing the idea.
adverb	logically	I thought Mr. Lee answered the question quite logically.

noun	responsibility	Although the ultimate responsibility falls on the supervisor, every employee shares it.
adjective	responsible	The researcher responsible for passing the defective product has joined the cafeteria workers' assembly line.
adverb	responsibly	Product designers must act responsibly when they consider how a product might be misused.

verb	supervise	It's important to carefully supervise the collection of research data to ensure its accuracy.
noun	supervisor	George hopes to be promoted to supervisor of his department.
noun	supervision	Many employees do better work when they are under less supervision.

LIVEWORKSHEETS

WORD PRACTICE

LISTENING COMPREHENSION

CD2
Track 4

Part 1 Photo

Look at the picture and listen to the sentences. Choose the sentence that best describes the picture.



1. Ⓐ Ⓑ Ⓒ Ⓓ

Part 2 Question–Response

Listen to the question and the three responses. Choose the response that best answers the question.

2. Ⓐ Ⓑ Ⓒ 3. Ⓐ Ⓑ Ⓒ

Part 3 Conversation

Listen to the dialogue. Then read each question and choose the best answer.

4. What does the woman want to do with the doll?
   (A) Make it less expensive.
   (B) Examine it.
   (C) Change it's color.
   (D) Add a noisemaker.

5. How much does the woman think that sales will increase?
   (A) 13 percent.
   (B) 15 percent.
   (C) 30 percent.
   (D) 40 percent.

6. What does the man suggest that the woman do?
   (A) Search for a bigger doll.
   (B) Research prices and sales.
   (C) Give the doll a new figure.
   (D) Hire more salespeople.

Part 4 Talk

Listen to the talk. Then read each question and choose the best answer.

7. Why is the product popular?
   (A) It has a low price.
   (B) People are familiar with it.
   (C) It is available everywhere.
   (D) Nobody is sure of the reason.

8. How long has the product been on the market?
   (A) Exactly two years.
   (B) Exactly twenty years.
   (C) More than twenty years.
   (D) About ten years.

9. Who buys the product?
   (A) Children.
   (B) Teenagers.
   (C) Men and women.
   (D) People of all ages.

LIVEWORKSHEETS

READING

Part 5 Incomplete Sentences

Choose the word that best completes the sentence.

10. The product development team were _____ that the competition would produce a similar product and get it on the market before they did.
    (A) anxious (C) anxiousness
    (B) anxiously (D) anxiety

11. The designer made the _____ that people are attracted to boxes in primary colors.
    (A) assumption (C) assuming
    (B) assumed (D) assume

12. The _____ model of the new car drew attention wherever it was shown.
    (A) experiment (C) experimental
    (B) experimentation (D) experimenting

13. Our team came up with the most _____ solution to the problem.
    (A) logic (C) logically
    (B) logical (D) logician

14. The new employee accepted _____ for not discovering a trademarked toy exactly like his own company's.
    (A) responsible (C) responsibly
    (B) responsibility (D) response

15. Mr. Oh did not give the project adequate _____ and the product never made it to market.
    (A) supervisor (C) supervised
    (B) supervision (D) supervise

Part 6 Text Completion

In order to stay competitive in today's market, companies must continually work to develop new products. Through __16__ research, a company can ascertain what consumers are interested in buying. Then products that match those interests can be developed. Nothing should __17__ about consumer interests. Product developers need __18__ all the data carefully before spending money on a new product. This is only logical. Consumers will buy products that meet their needs and desires. The money and effort spent on market research will be repaid many times over by a product that sells well.

16. (A) system
    (B) systemize
    (C) systematic
    (D) systematically

17. (A) assume
    (B) assumes
    (C) assumed
    (D) be assumed

18. (A) examine
    (B) to examine
    (C) examining
    (D) will examine

LIVEWORKSHEETS

Part 7 Reading Comprehension

Questions 19–23 refer to the following two letters.

February 12, 20—

Kathleen Hollinger
Product Development Department
New Age Systems, Inc.
475 Cutter Avenue
Sellingham, WA 90876

Dear Ms. Hollinger,

I understand that the company has an opening in the Product Development Department. I am interested in applying for this position. I have been working for New Age Systems for close to a decade. Currently I am a research assistant in the Marketing Department. During my time at New Age Systems, I have worked in several departments at the company and have had the opportunity to learn a great deal about its work. I feel that I am now ready to assume the responsibilities of a higher level position. I am anxious to speak with you about working in the Product Development Department. Thank you for your attention. I look forward to hearing from you.

Sincerely,

Dean Ayers

February 16, 20—

Dean Ayers
Marketing Department
New Age Systems, Inc.
475 Cutter Avenue
Sellingham, WA 90876

Dear Mr. Ayers,

Thank you for your letter expressing interest in applying for the position in the Product Development Department. Unfortunately, the position you are interested in has already been filled. However, I have communicated with your supervisor, and he speaks very highly of you. I have also examined your work record. It is clear that you would be a good asset to our department. I expect that we will have another opening before the end of this year. As soon as I have ascertained the availability of that position, I will be in contact with you. I look forward to meeting with you in the near future.

Sincerely,

Kathleen Hollinger
Manager, Product Development Department

19. How long has Mr. Ayers worked for New Age Systems, Inc.?
    (A) Almost ten years.
    (B) Exactly ten years.
    (C) Almost twenty years.
    (D) More than twenty years.

20. What job does Mr. Ayers have now?
    (A) Product developer.
    (B) Department head.
    (C) Marketing manager.
    (D) Research assistant.

21. What will Ms. Hollinger do?
    (A) Hire Mr. Ayers right away.
    (B) Ask Mr. Ayers to supervise a project.
    (C) Tell Mr. Ayers when a position becomes available.
    (D) Send Mr. Ayers a copy of his work record.

22. The word *assume* in line 9 of the first letter is closest in meaning to
    (A) teach
    (B) study
    (C) decide
    (D) take

23. The word *examined* in line 6 of the second letter is closest in meaning to
    (A) looked at
    (B) brought up
    (C) taken back
    (D) given up

LIVEWORKSHEETS