

Business

1 Match the words in the box with the photos.

a market a market researcher a supermarket marketing
market share on the market stock market the job market

a - a market



a- a market

b-

c-

d-

e-

f-

g-

h-

2 Complete the questions with the correct form of the phrases from Exercise 1.

- Which large department store do you think has the biggest market share in your country?
- Can you name at least one more of the world's _____ indexes apart from the IBEX 35?
- What methods of _____ are there, apart from stopping people in the street?
- Can you name _____ chain with branches in several different European countries?
- How do people put their houses _____?
- If you're looking for work, which is better - a strong or a tough _____?

1. market share

2.

3.

4.

5.

6.

5 Match the expressions in the box with the meanings.

a good head for business go out of business
mean business open for business
run your own business start up a business

- have a serious intention to achieve something
mean business
- ready to trade
- stop trading and close the company
- be the boss of your own company
- a good understanding of business
- create a company

60 UNIT 5 A HEAD FOR BUSINESS

6 Change a part of these phrases to make a phrase with the opposite meaning. Use the words in the box to help you.

dead-end employer long loss
make part the sack unemployment

- | | |
|-----------------------------------|----------------------------|
| 1 in short-term employment | 4 an employee |
| 2 to be employed full-time | 5 to make a profit |
| 3 employment | 6 a promising job |
| | 7 to lose a fortune |
| | 8 to get a job |

1 in **long-term**

2

3

4

5

6

7

8

7 Complete the text with words and phrases from Exercises 5 and 6.

I started out as a travel agent, but it was a 1 *dead-end* job. I got 2 and spent a year on 3 benefit. Then I retrained as a plumber and 4 installing washing machines. Then I decided to 5 a business on my own. To begin with, I made a 6 and I thought I was going to go 7. Then business improved and I started to make a 8. Now I've got three 9 working full-10 for me and a very 11 career ahead.

1. dead-end

2.

3.

4.

5.

6.

7.

8.

9.

10.

11.

1 mean business

2

3

4

5

6

9 Make sentences from the box.

1 A qualified airline pilot must		your own company.
2 I imagine it's difficult to	came up with	I'd like to be a vet.
3 To get a business loan, you have to	sums up	lots of great ideas for the product launch.
4 We had a marketing meeting and	clock up	a proposal and take it to a bank.
5 When I	grow up	everything you need to know about business.
6 This book	put together	a lot of flight hours.
	start up	

1
2
3
4
5
6

False friend

career

Translate this sentence into your language.
He followed a career in law.

