

BUSINESS ENGLISH – UNIT 9

1.- Advertising. Tick the right word

a) When we _____ the Canadian market, we didn't expect to have so good results..

promoted entered improved

b) We started a direct _____ campaign last month.

mailing post letter

c) They didn't advertise their new mobile phone. It was all _____

gossip rumours word-of-mouth

d) They normally use _____ ads, you know, newspapers and magazines

press pressed presses

e) The new campaign has _____ our sales by 67%

launched boosted promoted

2.- Match the halves:

To boost ☐

☐ A new advertising campaign

To expand ☐

☐ A special discount

To launch ☐

☐ Sales

To offer ☐

☐ New customers

To attract ☐

☐ The company's range of services

3.- Complete with a suitable modal verb:

a) Do you want me to collect the children from the kindergarten? No, you _____ collect them. Mrs. Shaw is going to take them home.

b) _____ you please help me with this report?

c) Jessica _____ get the job she is applying for, because she _____ speak French and also Italian fluently.

d) Yesterday I _____ get into my office because I had forgotten my key.

e) All children under the age of 16 _____ go to school. It is the law.

f) I love Sundays because I _____ get up early and go to work

- g) You _____ leave knives in places where babies can reach them.
- h) People with disabilities are _____ enter our office easily
- i) It _____ rain in three weeks!
- j) People _____ smoke in non-smoking areas. It is forbidden.

4.- Which modal verb would you use? Complete the table:

ADVICE	
PROBABILITY	
OBLIGATION	
LACK OF OBLIGATION	
ABILITY	
DEDUCTION	
REQUEST	

5.- Rephrase these sentences using a modal verb:

- a) The staff isn't allowed to smoke in the canteen.

The staff ...

- b) You can give the tour guide a tip but it's not necessary.

You ...

- c) It is forbidden to use Facebook in our office.

You ...

- d) You should start looking for a job.

You had ...

- e) I'm certain Steve arrives in Dublin today.

Steve ...

- f) Perhaps he is going to stop on the way.

He....

- g) Maybe he is travelling to New York at the moment.

He ...

- h) It isn't necessary for us to take the umbrella because it isn't raining.

We ...

i) You don't have to pay taxes if your income is very small.

You ...

j) They can't visit our customers today

They are not ...