

Revision

1 Communication

Choose the best word to complete each sentence.

- Liam is a very *articulate / responsive* speaker. He expresses his ideas clearly and effectively.
- The product presentation was *rambling / sensitive*. It included a lot of useless information, and no one really understood the point.
- Your talk is limited to 10 minutes, so you need to be *responsive / succinct*. If you don't stick to the point, you won't have time to say everything.
- Bill is *extravert / focused*, so he really enjoys giving presentations. He loves being the centre of attention and talking to people.
- I'm afraid I still don't know anything about the launch. The Marketing Manager gave a presentation about it, but he wasn't very *hesitant / coherent*. I don't think he was prepared.
- I've asked Elise to attend the meeting. She's very *persuasive / inhibited*, and I think she can get a good deal for us.
- I really enjoy listening to Pietro negotiate. He's *reserved / eloquent* and knows the business very well, so he speaks with great authority.
- To be a *fluent / concise* speaker, you need to practise speaking so that your words flow naturally.
- Veejay *interrupted / confused* Simon's talk and asked several questions. He should have waited until Simon had finished.
- Let's not *clarify / digress* from the main point. We haven't got much time.
- Speakers can *explain / engage* the audience by telling interesting personal stories and by making eye contact.
- You have to concentrate and *listen / ramble* to the questions the audience asks.

Complete the conversation below with the words in the box.

bush grapevine loop mouth picture stick wall wavelength

- A: Have you seen Marco today?
B: No. Why?
A: Oh, I just wondered.
B: Don't beat about the¹. Why are you asking?
A: Well, I heard on the² that he's been promoted.
B: Really? Are you sure you didn't get the wrong end of the³?
A: That's why I asked if you'd seen Marco. I want to get it straight from the horse's⁴.
B: Why don't you ask Rolf? He'll know.
A: Rolf? Talking to Rolf is like talking to a brick⁵. We're never on the same⁶.
B: OK, how about Lea? I'm sure Marco's keeping her in the⁷.
A: Yeah, good idea. I'm sure Lea will put me in the⁸. Thanks for the suggestion!

Match the halves of the expressions.

- | | |
|------------------------|------------------------------|
| 1 Sorry, could you | a) 'a long time'? |
| 2 I didn't quite | b) you spell that, please? |
| 3 Could you speak | c) catch that. |
| 4 Could you say | d) what we've agreed. |
| 5 Would | e) you back? |
| 6 Sorry, I'm not | f) I know what you mean. |
| 7 What do you mean by | g) repeat that? |
| 8 What does | h) up, please? |
| 9 Sorry, I | i) that again, please? |
| 10 Sorry, I'm not sure | j) with you. |
| 11 I'll have | k) 'too expensive' mean? |
| 12 Can I call | l) to get back to you later. |
| 13 Could you be | m) don't follow you. |
| 14 Let me go over | n) a bit more specific? |

2 International marketing

Match the words to make common word partnerships.

- | | |
|-------------|----------------|
| 1 marketing | a) penetration |
| 2 market | b) retention |
| 3 product | c) goods |
| 4 customer | d) market |
| 5 brand | e) feature |
| 6 free | f) materials |
| 7 expanding | g) group |
| 8 focus | h) sample |
| 9 raw | i) name |
| 10 designer | j) strategy |

Put the words in the correct order to make sentences.

- product / launching / really / We're / a / impressive / range
- good / forecasts / The / are / sales / very
- increase / want / awareness / We / to / brand
- thorough / doing / We're / market / extremely / research
- successful / created / They / a / advertising / hugely / campaign
- introduced / We've / just / card / a / customer / new / loyalty
- thought / absolutely / He / an / of / brilliant / slogan / advertising
- shopping / They're / highly / entering / online / the / competitive / market

Complete the sentences below with the words in the box.

absolutely achieve back best great mind purpose stage suggest think

- The of the meeting this morning is to plan next month's launch.
- What we need to today is an agreement on the budget.
- I don't we could move the launch to next month, do you?
- Can I that we schedule a meeting for early next week?
- That's!
- That's the idea I've heard for a long time.
- Don't hold
- Say whatever comes to
- At this, we want all your ideas, however crazy you think they are.
- You're right.

3 Building relationships

Circle the odd verb or verb phrase out in each group.

- break off cement cover end
- create damage jeopardise hurt
- build up strengthen begin grow
- foster maintain look after endanger
- develop promise encourage promote
- disrupt improve cultivate make better
- restore resume establish restart
- undermine sour weaken allow

Read and choose the correct option

- We arrived at 7.58 and the train at eight o'clock. We barely made it!
- Let's a meeting for Tuesday.
- I need to with Freda - she's way ahead of me.
- Alicia the new contract while we continued discussing the schedule.
- I was Ramon this morning, but I didn't see him.
- I'm to seeing you next week.
- I'm going to working until I finish.
- I need to the printer. Is that OK with you?