

Business Result

Advanced (C1)

Unit 4

Exercise 1

Match.

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|----------------|-------------------------------|
| 1. express | a. communications plans |
| 2. learn | b. planning |
| 3. draw | c. simulation exercises |
| 4. robust | d. to crises |
| 5. restore | e. from each other's mistakes |
| 6. resilient | f. things to a close |
| 7. contingency | g. public remorse |
| 8. run | h. ownership |
| 9. take | i. its reputation |
| 10. show | j. care for |

Exercise 2

Complete the sentences using the phrases from the previous exercise in the correct form.

1. Companies should start with some proper _____.
2. Firms all too often fail to _____.
3. Popular brands can be surprisingly _____.
4. CEOs should always start by _____ those affected.
5. Ms Gudgeon believes VW can _____.
6. I'd like to _____.
7. Sometimes firms haven't actually _____.
8. Mr Clayton has some sympathy with companies expected to _____.
9. Many companies don't have _____ in place.
10. It is vital that a chief executive _____ of a crisis.