I. VOCABULARY

A. Fill in the blanks with words from the list.

conference *recharge* *banking* *access* *expensive* *travel*

1. Is accomdation in the city cheap or .....?
2. What do you think is the perfect location for a .....?
3. This mobile ..... app allows you to send and receive money to and from others.
4. Log in and ..... your bank account anytime you have Internet access.
5. I need to ..... my phone's battery three times a week.

B. Complete the email with words from the list.

hard copy *attached* *any* *forwarded* *some*

Dear Sofia,

Thank you for your email. The contract is ..... to this email as requested. There's also a ..... on your desk. I have already ..... your email to the Customer Service Department to inform them of this case.

By the way, our visitors arrive on Thursday for the meeting. Are there ..... parking spaces in the car park for them? There are ..... drinks, but there aren't any biscuits in the meeting room. Please help me take care of these things.

Thanks,

John

II. READING

B2B versus B2C

B2B stands for Business to Business and refers to a Business selling goods or services to another Business. In the B2C (Business to Customer) model, the end user is an individual.

The result is the same for the company; they sell their product or service. However, the Business Model and the Marketing strategies are quite different.

A simple example is a farmer who grows strawberries. He can sell his entire crop to a retailer or distributor for a discounted price, in one easy transaction (B2B). Or he can set-up a small farm shop and sell his strawberries

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to individual consumers at a higher price (B2C). The B2C model generates more money for his strawberries but requires a lot of his time.

With the B2B model, the Business needs to set up long-term, trusted relationships with other Businesses. The B2C model requires marketing, brand recognition and advertising to attract customers.

Please choose the correct answer to each question.

1. What is B2B
   a. Being too busy
   b. A rock band
   c. Business to Customer
   d. Business to Business

2. What is B2C?
   a. Business to Business
   b. A Star Wars character
   c. Business to Customer
   d. Being too Careful

3. If the farmer creates a shop and sells his strawberries to passing customers, his Business model is _____?
   a. B2B
   b. B2C
   c. Farming
   d. Selling services

4. If the farmer sells his crop of strawberries to a supermarket, his Business model is _____.
   a. Selling services
   b. B2C
   c. B2B
   d. Farming

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III. LISTENING

Listen and fill in the blanks

1. Angela is a ……
2. She supervises a team of ……. people.
3. Her office is in …….
4. Angela prefers ……. meetings as they have less technical problems.
5. Everyone says she is good at ……. and speaks very clearly.

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