

Unit test 10

Answer all the questions. There is one mark per question.

LANGUAGE REVIEW

Complete the article with the words and phrases in the box.

poured	grass-roots	flood	scored a victory	back to health	firefighting
backfired	hopping mad	counter-offensive	fuelled		

DEALING WITH THE EFFECTS OF SOCIAL MEDIA

Many big companies today have teams of people whose job is (1)_____ with regard to issues caused by social media: i.e. dealing with and solving any problems. A few complaints to customer services can become a veritable (2)_____, as customers use social networking sites to air their views. Rumours are easily (3)_____ and become the accepted truth. However, companies that monitor online discussions can quickly plan a (4)_____ to limit any damage.

Two years ago we (5)_____ money into our social media team to spread (6)_____ interest in our products and it was working very well until recently when it (7)_____ on us. Our CEO was (8)_____ when he heard that online communities were saying that our products were unsafe for children – we manufacture and sell educational toys – and our main competitor must have been laughing all the way to the bank, feeling it had (9)_____ over us. As a result, sales fell dramatically and we are all working very hard to get the company (10)_____.

VOCABULARY

Choose the correct words to complete these sentences.

- 11 Retailers will start (monetising/engaging) their webpages by linking to other sites.
- 12 Global websites need to have very good (file sharing/signposting) because so many different types of people from different countries will be using it.
- 13 Everything on the site has to be much more (homogenous/standard) to pull the company together in a way that wasn't necessary in the past.
- 14 If customers are dissatisfied, companies have to make (shifts/amends) as soon as possible or the customers will take their business elsewhere.
- 15 Teams of people (defuse/rawl) the web looking for dissatisfied customers and the company contacts them.

- 16 The president of our company (showed up/realised) unexpectedly in our office this morning.
- 17 It looks like the company is going to go bankrupt. Is there anything they can do to avoid this (broadcasting/brewing) crisis.
- 18 When the crisis arose it was vital to (erupt/defuse) it as quickly as possible.
- 19 Everyone in the company has to be (attuned/engaged) to what people are saying about the company online.
- 20 Our customers are geographically (dispersed/trawled) so the usability of the website is paramount.

SKILLS

A Match the sentences to the strategies (a–c). You will need to use some strategies more than once.

- a) playing for time / delaying an answer
- b) repeating ideas
- c) saying you don't know

- 21 I'm sorry, but that's not really my field of research. _____
- 22 That's an interesting question. _____
- 23 I don't want to go into too much detail at this point. _____
- 24 As my colleague pointed out ... _____
- 25 Sorry could you repeat that, I don't think everyone heard. _____

B Complete the tips for giving a presentation. The first letter of each missing word is given.

FIVE MINUTE PRESENTATION

- 26 I _____ yourself.
- 27 Start with an a _____ grabber (a surprising fact or figure).
- 28 Make one main point – i _____ it with a few slides and examples.
- 29 B _____ each point down into three main concepts.
- 30 End on h _____ point (e.g. a quote, memorable image, or call for action).