17 Talking business

Employment, management and marketing

Employment

1.1 **Answer these questions.**

Have you ever worked in any of these places? If not, would you like to?

A a shop B a restaurant C a hotel D an office

1.2 17a **Listen and match the speakers to the correct industry. Write your answers in the second column. In the third column, write the adjectives the speakers use to describe their job.**

advertising
building
hospitality
retail

Speaker	*Type of industry*	*Adjectives used to describe work*
1		
2		
3		
4		

1.3 17a **Complete the sentences with words from the recording. If necessary, listen to the speakers again.**

1 I'm employed on a casual basis, so my ..... are paid at the end of each week.
2 Over 100 members of staff were made ..... when the new machines were installed in the factory.
3 It is important to have experience in the ..... as well as academic qualifications.
4 I do ..... so I often have to sleep during the day.
5 The owners had a meeting with all of the ..... to discuss the takeover.
6 The government may decide to raise the age at which people ..... from work from 65 to 70.
7 My boss has asked me to work ..... tomorrow, so I won't be home until late.
8 Our junior staff ..... $12 per hour.
9 If they don't increase my ..... this year then I'm going to look for another job.
10 Many young people today value .... over a big salary.

1.4 **Complete the sentences using the correct form of the word *employ*.**

1 The ..... find it difficult to get an interview if they have not had a job for a long time.
2 All ..... must apply in writing if they wish to request a holiday.
3 ..... rose by 5 per cent due to the closure of two large factories in the area.
4 I was only..... as a cleaner, but the family expected me to look after their children as well.
5 I couldn't work when my daughter was sick. Fortunately, my ..... is very understanding.

LIVEWORKSHEETS

Vocabulary note

A *job* = the particular thing you do to earn money: *I'm hoping to get* ***a job*** *during the holidays.*
Occupation = a formal word for *job*.
Profession = a type of job that requires specialist knowledge: *He works in the medical* ***profession***.
Work = something you do to earn money. It is a verb as well as an uncountable noun: *I'm hoping to find* ***work*** *during the holidays.* NOT ~~*find a work.*~~
Workforce = all the people working in a company/industry/country: *A company is only as good as its* ***workforce***.
Workplace = the building or room where people work: *You really need experience in the* ***workplace*** *to get a good job.*

Management and marketing

2.1 Think of a word or phrase that matches the definitions below.

1 The business or trade in a particular product. m.....
2 People who buy goods. c.....
3 The materials in which objects are wrapped before being sold. p.....
4 A new fashion or pattern of behaviour. t.....
5 When someone can be believed or trusted. c.....
6 Make someone do something by giving them a good reason to do it. p.....
7 A means of identifying a particular company. b.....
8 The things a company makes to sell. p.....

2.2 Now read the following text and check your answers to 2.1.

Luxury brands dominate both the cosmetic and skincare market. But consumers are looking for more than just beauty in sophisticated packaging. Companies offering products with healthy ingredients have set the trend in recent years. When consumers go shopping for cosmetics, they want to know the products they are buying won't harm their skin. To gain credibility, many cosmetic companies have persuaded dermatologists and pharmacists to endorse their brands. The target customers of most skincare and cosmetic brands are women between the ages of 20 and 50, a segment that is only expected to grow in the coming years. Nevertheless, men are also looking for products to give their skin a healthy look. It is estimated that men account for 1 per cent of the luxury cosmetics market, a niche which saw a 50 per cent increase in sales in 2003–04. Besides men, teenagers are also trying to enhance the health and beauty of their appearance. With such a broad client base, it is not surprising that the industry shows no sign of slowing down.

Error warning!

Products is used to refer to things that are produced to be sold – the focus is on the company producing them. *Goods* is used to refer to things that are sold – the focus is on the buying or selling of these. *Goods* cannot be used in the singular. *We have tested each* ***product***. NOT ~~*We have tested each goods/good.*~~

LIVEWORKSHEETS

3.1 **Use a dictionary to check the meaning of the words in the box. Then choose the correct words in the sentences.**

income salary wages earnings

1 Buying larger containers of food is a more *economic / economical* way of shopping.

2 I would like to increase my *income / money* so I'm going to invest in some shares.

3 I need to earn more *money / income* so that I can buy that new computer.

4 Nowadays people worry a great deal about *earnings / money*.

5 My *earnings / money* increased by 10 per cent last year.

Error warning!

Economical = something that does not use a lot of fuel or money: *My new car is really economical to use. Economic* = the money of a country: *A strong government needs good* ***economic*** *policies.* NOT ~~*economical policies*~~

Vocabulary note

Advertisement or *advert* = a picture or short film used to persuade people to buy a product or apply for a job: *Did you see the* ***advertisement*** *in the paper? Advertising* = the business of trying to persuade people to buy things.

3.2 **Correct the mistakes in the text.**

There is little that parents and teachers can do to help young adults to prepare themselves for the workforce. Do you agree?

The number of [1]~~*unemployment*~~ seems to increase each year and the competition for each [2]*work* is also increasing. Consequently, young adults need to do as much as they can to prepare to enter the [3]*working place*. There are several things that children can do at school and at home to help them.

Firstly, once they reach 15 or 16 years of age, children should be encouraged to plan their [4]*profession*. No matter what [5]*work* they choose, choosing early will help them to make sure they learn the appropriate [6]*knowledge* during their studies. For example, if they choose a [7]*work* in the [8]*advertisement* industry, it can help if they study the arts. Teachers can also help by showing children the best way to respond to an [9]*advertising* for a job.

At home, parents can teach children how to stick to a budget. If a country experiences an [10]*economical crisis*, these skills are invaluable. They can begin by making children [11]*gain* their pocket money by doing [12]*job* in the home. They could even be paid more or less [13]*earnings* based on the quality of their [14]*job*. If children develop a strong work ethic from an early age then this should ensure that they have enough money when they reach [15]*retire* age.

1	unemployed	6	.....	11	.....
2	.....	7	.....	12	.....
3	.....	8	.....	13	.....
4	.....	9	.....	14	.....
5	.....	10	.....	15	.....

4.1 PRONUNCIATION 17b **Which words are pronounced in a similar way? Put the words in the box into the correct column according to their sound. Then listen and check. Practise saying the words.**

clerk earn first floor force law market nurse perk poor purse target walk work

ɜː	ɑː	ɔː
bird	*park*	*ball*

LIVEWORKSHEETS

Test practice

General Training Writing Task 1

You should spend about 20 minutes on this task.

You work in a busy but poorly organised office and you are keen to be promoted. Your employer needs to find a new supervisor for your department.

Write a letter to your employer. In the letter
- **ask to be considered for this job**
- **explain why you would be a suitable candidate**
- **outline the current problems and the changes you would like to make.**

You should write at least 150 words.
You do **NOT** need to write any addresses.
Begin your letter as follows:

Dear Mr Smith

Test Tip

Make sure that you address each of the bullet points. Use your own words instead of copying from the question paper. When you have finished, check your spelling and make sure you have written at least 150 words. Study the information in unit 25 before you begin.

Academic Writing Task 2

You should spend about 40 minutes on this task.

Present a written argument or case to an educated reader with no specialist knowledge of the following topic.

In today's job market it is far more important to have practical skills than theoretical knowledge. In the future, job applicants may not need any formal qualifications.

To what extent do you agree or disagree?

You should use your own ideas, knowledge and experience and support your arguments with examples and relevant evidence.

Write at least 250 words.

Test Tip

Make sure that you address each of the points in the question. Use your own words instead of copying words from the question paper. When you have finished, check your spelling and make sure you have written at least 250 words. Study the information in unit 24 before you begin.

LIVEWORKSHEETS