

9 | Progress test

Working with words

Choose the correct answer from the words in *italics*.

- 1 Carrefour *improved / entered / boosted* the Chinese market in 1995.
- 2 The best way to *attract / offer / launch* customers is to cut prices!
- 3 We need an advertising *mail / campaign / outdoor* to promote our new range.
- 4 The best way of advertising is by word of *recommendation / truth / mouth*.
- 5 The company *advertised / boosted / promoted* its sales by putting fresh fruit in its stores.
- 6 It increased its market *share / position / sales* by 10% last year.
- 7 We have decided to *set / put / launch* five new products next year.
- 8 John works in *ads / advertisement / advertising*.
- 9 *Direct / Outdoor / Loyalty* mailing is a very simple way of advertising.
- 10 They have to *offer / expand / share* their range of services if they want to succeed.

Language at work

It is Min's first day at work. Complete the conversation with a colleague with the correct form of *have to, need to, can, or allowed to*.

- Min** I see you're wearing a tie. Do I ¹¹ _____ wear one?
- Dag** No, you ¹² _____ wear whatever you like. But you ¹³ _____ look smart if you're meeting customers.
- Min** I guess we ¹⁴ _____ (not) smoke in here?
- Dag** Absolutely not. There's a part of the garden where you ¹⁵ _____ smoke. And you ¹⁶ _____ (not) to drink tea or coffee in any of the work areas – that's not possible at all.
- Min** So what time ¹⁷ _____ to start in the morning?
- Dag** Most people start at 8.30, but you ¹⁸ _____ arrive at work any time until 10 a.m. But you ¹⁹ _____ to stay after 6.30 p.m., because they close the building then.
- Min** And what do I call my line manager?
- Dag** Don't worry – you ²⁰ _____ call him Mr Jones. We all call him Frank.

Business communication

Complete the expressions with the correct form of a verb from the list.

be	catch	come back	could	cover	discuss
get off	move on	say	sum up		

- 21 We can _____ to that later.
- 22 Can we _____ to point number 2 on the agenda?
- 23 I'd like to _____ what we've agreed.
- 24 I'm so sorry. What was that you _____ ?
- 25 We're here today to _____ the new advertising campaign.
- 26 I'm sorry, but I think we're _____ the subject.
- 27 It's six o'clock, and we've _____ everything.
- 28 I didn't really understand that. _____ you be more specific?
- 29 I _____ not with you there.
- 30 Say that again – I didn't _____ that.

Result _____ / 30 marks