

# 4 | Practice file

## Working with words

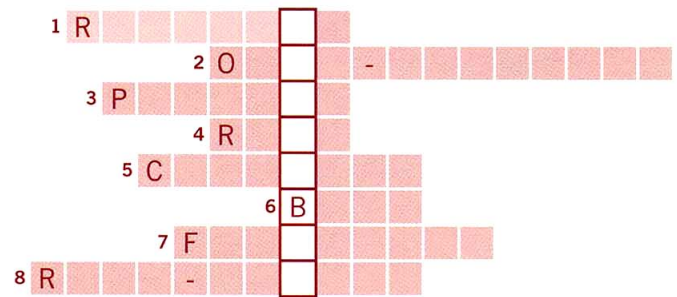
### 1 Match 1–12 to a–l.

- 1 It's advisable do some research and weigh \_\_\_\_
- 2 If you spread your investment across several companies, you minimize \_\_\_\_
- 3 We don't want to expose our customers \_\_\_\_
- 4 As a retailer we constantly have to try to anticipate changes \_\_\_\_
- 5 We've noticed that our staff find it difficult to accept \_\_\_\_
- 6 If we don't come up with a new concept we run the risk \_\_\_\_
- 7 Once we've launched the product it will be important to gauge \_\_\_\_
- 8 Insurance companies have to carefully evaluate \_\_\_\_
- 9 When scheduling a project, it helps to identify potential problems \_\_\_\_
- 10 His company went bankrupt because he failed to recognize \_\_\_\_
- 11 Before we invest in this new product we need to determine whether \_\_\_\_
- 12 Financial advisors analyse market conditions and trends to help them predict \_\_\_\_
  - a in consumer behaviour.
  - b the risks it was facing.
  - c how the markets react to it.
  - d which sectors will grow over the next few years.
  - e change, so we have to introduce new procedures carefully.
  - f of losing market share to our competitors.
  - g the risk of making a loss.
  - h there is a market for it.
  - i that could affect deadlines.
  - j to identity theft, so we have measures to safeguard customer data.
  - k risks to help them decide on their premium prices.
  - l up the potential gains and risks before investing in a company.

### 2 Complete these sentences. Use the answers to complete the crossword and find the hidden word.

- 1 He's such a \_\_\_\_\_ driver – he just doesn't seem to recognize danger and he puts everyone else at risk too.
- 2 He won't ever support my idea for this new concept – he's just really \_\_\_\_\_.
- 3 Lending so much money without any guarantee that it would be repaid wasn't exactly a \_\_\_\_\_ action.
- 4 Firing Piotr for acting without authorization was a pretty \_\_\_\_\_ decision – I think she regrets it now.

- 5 I tend to be quite \_\_\_\_\_ with my investments – I don't like anything that's too high-risk.
- 6 Expanding into new markets was a \_\_\_\_\_ step – I wasn't sure about it, but it seems to have worked.
- 7 It's \_\_\_\_\_ to think that you can use the company credit card for personal expenses without someone noticing.
- 8 If you want to be innovative, you simply can't be \_\_\_\_\_ because you have to be prepared to deal with unknowns and take a chance now and then.



## Business communication skills

### 1 Katja's team are organizing a company event. They are discussing the menus for the formal dinner. Complete their conversation with phrases from the list.

- could you let Torsten finish, please
- I'd be really interested to hear what you think about the printer issue
- I'm not fully convinced as yet
- we seem to have some sort of consensus ...
- could you talk us through this
- you're saying that
- bring the conversation back to the agenda
- can I just check – we are now talking about maybe we're digressing a little

**Katja** I'd like to start with the menus. Torsten,  
1 \_\_\_\_\_?

**Torsten** Yes. We've prepared the text for the menu and we've decided to use a company called Theta.

**Wolfgang** 2 \_\_\_\_\_ the printers we're going to use for the menus?

**Torsten** Yes, that's right. A couple of printers sent us some sample menus and I think Theta is the best. They've ...

**Elke** 3 \_\_\_\_\_ Theta can offer the same level of quality as Schmidt's?  
4 \_\_\_\_\_

**Katja** Sorry, Elke. 5 \_\_\_\_\_?

**Torsten** Yes, well as I was saying, I chose Theta because they have the best prices and their design was great.

**Wolfgang** By the way, has anyone seen the new design of the company magazine – I think it looks terrible.

**Katja** <sup>6</sup>\_\_\_\_\_.

**Elke** I totally agree with you, Wolfgang. I really don't understand why they changed it.

**Katja** If I could just <sup>7</sup>\_\_\_\_\_.  
**Wolfgang**, <sup>8</sup>\_\_\_\_\_.

**Wolfgang** Yes, well I agree with Torsten. Theta is offering the best deal, and although the quality is not quite as good as Schmidt's, it's still good enough.

**Katja** OK, well, <sup>9</sup>\_\_\_\_\_.

**2 They are now discussing entertainment. Choose the correct answer from the words in italics.**

**Wolfgang** So, what's happening with the entertainment? We haven't discussed that at all yet.

**Katja** Maybe we can <sup>1</sup>*let / allow / ask* Elke answer that. She's been working on entertainment.

**Elke** Have you seen this brochure of party decorations? They look great. I think we should get some balloons and ...

**Katja** That's interesting, Elke, but I think it's probably best <sup>2</sup>*discussed / left / given* for another meeting. We don't have much time, so I'd like to prioritize entertainment.

**Elke** Sorry. Yes, er ... we were thinking of hiring that Abba tribute band, but I'm having second <sup>3</sup>*opinions / ideas / thoughts* about it now. Maybe the Beatles tribute band would be better.

**Torsten** With <sup>4</sup>*regret / respect / regards* Elke, do we really believe that those kinds of bands are a good idea at such a sophisticated evening event?

**Wolfgang** Do we need any live music at all?

**Elke** Well, I've started to wonder that. Maybe we don't ...

**Katja** I'm not sure this <sup>5</sup>*gets / leaves / is getting* us anywhere. The decision has already been made that we'll have live music, so can we try and make a decision on this? Can I just ask everyone <sup>6</sup>*to conclude / to sum up / to tell* their views on this?

**Wolfgang** OK, well I still have serious <sup>7</sup>*reservations / considerations / observations* about having a tribute band. If we must have live music, I would prefer a jazz band or a string quartet.

**Torsten** I totally agree.

**Elke** Well, I suppose I could look into that.

**Katja** So am I right <sup>8</sup>*about / with / in* saying that the general opinion is we'll go with either jazz or classical?

**Elke** Yes – I think so.

**Katja** Good. I'd like to <sup>9</sup>*draw / say / manage* things to a close now, so ...

## Language at work

**1 Rewrite these pairs of sentences using *it, this, or that*. Sometimes more than one answer is possible.**

**Example:** *We've booked you a videoconferencing room.*  
*The videoconferencing room will be ready from 3.00 p.m.*  
→ *It will be ready from 3.00 p.m.*

1 A Didn't we meet at the Jakarta conference in 1999?

B Yes, the Jakarta conference was one of the most useful conferences I've been to.  
\_\_\_\_\_

2 Aleph's submitting his evaluation by email. His evaluation should be very helpful, I think.  
\_\_\_\_\_

3 We need to minimize the chances of a downturn. A downturn would be disastrous.  
\_\_\_\_\_

4 We need to minimize the chances of a downturn. Minimizing the chances of a downturn is just good business practice.  
\_\_\_\_\_

5 The auditors are arriving tomorrow. What's worrying me is: ... \_\_\_\_\_

6 A My problem is understanding all the jargon.  
B Understanding all the jargon is my problem, too.  
\_\_\_\_\_

**2 Complete this presentation with *it, this, or that*. Sometimes more than one answer is possible.**

'We can't say exactly what will happen next year.

<sup>1</sup>\_\_\_\_\_ would make our jobs much less interesting, anyway! But there are some predictions we can make fairly confidently. <sup>2</sup>\_\_\_\_\_ is why I've called the meeting today. <sup>3</sup>\_\_\_\_\_ will have three parts. Firstly, we'll carry out a review of our performance last year. <sup>4</sup>\_\_\_\_\_ will help us identify the current trends in the market, and our strengths and weaknesses. Next will be a "blue skies" session. <sup>5</sup>\_\_\_\_\_ will involve us splitting into groups of six.'

**3 Look back at your answers in 2 and decide what they refer to. Choose the correct answer from the options below.**

1 a next year  
b being able to say exactly what will happen next year

2 a the fact that there are some predictions  
b the fact that we can be fairly confident

3 a the meeting                      b today

4 a our performance                b the review

5 a the session                        b splitting into groups of six

