

9 | Practice file

Working with words

- 1 Complete these sentences with words from the list. You may need to change the form of the words.

offer	enter	share
promote	expand	launch
improve	discount	boost
attract		

- Nobody knows our brand in this country. We need to promote it.
- If you have a loyalty card, we can _____ you a 5% discount.
- We only have a small share of the European market and we need to _____ it.
- We are _____ the new product in Asia next week.
- The new bright colours for our product have _____ younger customers.
- The very good summer helped to _____ our ice cream sales.
- It will be difficult to _____ the Chinese market because we have no experience.
- We have _____ our product range by introducing clothes for children.
- If you have your student card, we can give you a _____ of 10%.
- We need to increase our _____ of the European market.

- 2 Match the type of advertising to descriptions 1–6.

press ads	online adverts
outdoor advertising	direct mail
word-of-mouth	TV advertisements

- I received this brochure in the post this morning. _____
direct mail
- Look at that billboard. They're advertising those running shoes again! _____
- I love that ad! They've shown it three times this evening! _____
- Let's go to that new Japanese restaurant. Rudi said it was very good. _____
- They put our ad on page 10. There are so many other ads there, it's difficult to see it. _____
- How much do we have to pay to put an ad on that website? _____

Business communication

- 1 Match 1–10 with a–j to make ten sentences you can use in a meeting.

- | | |
|-----------------------------|---------------------------------|
| 1 We're here today <u>d</u> | a ... catch that. |
| 2 I'm not _____ | b ... you said? |
| 3 I didn't _____ | c ... with you. |
| 4 What was that _____ | d ... to discuss ... |
| 5 Could you be _____ | e ... to the next point? |
| 6 We're getting off _____ | f ... more specific? |
| 7 We've covered _____ | g ... what we've agreed? |
| 8 We can come back _____ | h ... the subject. |
| 9 Can we move on _____ | i ... everything ... |
| 10 Can we sum up _____ | j ... to that later. |

- 2 Mike Thomson has called a meeting. One of the items on the agenda is the problem of wasting time in meetings. Complete the conversation with the sentences from 1.

Mike OK, can we start? ¹ *We're here today to discuss* how to make our meetings more effective. John, can you tell us about what you're doing in your department?

John Well, we've introduced the concept of the five-minute meeting. And it's working very well.

Pilar I'm sorry, ² _____
Did you say a five-minute meeting?

John Yes, but it sometimes goes on for half an hour.

Hachirou Sorry, but ³ _____
Is it a five-minute meeting or a half an hour one?

John Well, the important thing is that it's short.

Mike ⁴ _____, John?
How does the meeting work exactly?

John We meet every day after lunch and you inform everyone of where you are with your work and ...

Pilar Sorry, ⁵ _____?

John I said we meet every day after lunch for an update.

Sabine Why after lunch? Everyone's falling asleep then.

Mike I think ⁶ _____
Let's just talk about the idea itself. The time of day isn't important. If we have time,

⁷ _____

(15 minutes later)

Mike OK, I think ⁸ _____ on the subject of the five-minute meeting.

⁹ _____ on the agenda: how to inform staff of decisions made in meetings?

(20 minutes later)

Mike So, very quickly,

¹⁰ _____ today?

Sabine and Pilar are going to ...

Modal verbs

Use

- To describe an action which is necessary, or a legal obligation, use *have to* or *need to*.
*You **have to** wear a seat belt when you are driving.*
*We **need to** complete our tax form before 5th April.*
- To describe an action which isn't necessary, use *don't / doesn't have to* or *don't / doesn't need to*.
*We **don't have to** work at weekends in our company.*
*The report **doesn't have to** be finished today.*
- For an action which is possible or permitted by law, use *can* or *be allowed to*.
*You **can** leave early today because we're not very busy.*
*Companies **are allowed to** advertise alcohol after 10.00 p.m.*
- If the action isn't permitted, use *can't* or *am not / isn't / aren't allowed to*.
*Sorry, but you **can't** smoke here.*
*Cyclists **aren't allowed to** use motorways.*

Form

- To ask a question with *have to* or *need to*, use *do* or *does*.
*Do I **have to** write this report now?*
*Does the company **need to** have quality certification?*
- To ask a question with *be allowed to*, use *am / is / are*.
*Are cigarette companies **allowed to** advertise?*
*Am I **allowed to** park here?*
- Questions with *can* begin with the word *can*.
Can foreigners vote in national elections?
Can I use my phone for personal calls?

1 Are these sentences true or false for your country? Correct them where necessary.

- You're not allowed to drive a car if you don't have a licence.
- Car drivers have to wear a seat belt.
- Car passengers don't need to wear a seat belt.
- You can't smoke in restaurants and pubs.
- You're allowed to vote when you are 16 years old.
- Products with lots of sugar need to carry a health warning.
- Schoolchildren don't have to wear a uniform to school.
- You can retire when you are 55 years old.
- Advertisers aren't allowed to compare their products with their competitors.
- Shops can open seven days a week.

2 Complete the missing words in this guide for new employees, using a suitable form of *have to*, *need to*, *can*, or *be allowed to*.

Working at FTC

Frequently Asked Questions (FAQs)

- Q** Where can I / am I allowed to park my car?
A In the employee car park behind the main building.
- Q** _____ I _____ to wear formal clothes to work?
A No, you don't. Jeans and a shirt are fine.
- Q** What hours do I have to work?
A Everyone _____ be in the company between 10 a.m. and 4 p.m. But you _____ to choose when you start and finish work, e.g. 8 to 4, 10 to 6.
- Q** _____ I _____ to take my paid holiday when I want?
A Yes, but you have to take at least three weeks in the summer.
- Q** Who do I see if I have a problem with my contract?
A You _____ speak to the HR Manager.
- Q** Can I use the Internet for personal research?
A You _____ use it during your lunch break, but you _____ to use it during office hours.
- Q** Am I allowed to use my office phone for private calls?
A You can make local calls to landlines and you _____ to pay for these. You _____ use the office phone for long-distance calls or calls to mobiles.

