

**O‘ZBEKISTON RESPUBLIKASI VAZIRLAR MAHKAMASI
HUZURIDAGI BIZNES VA TADBIRKORLIK
OLIY MAKTABI**

**BUSINESS ENGLISH FOR ELEMENTARY
LEVEL STUDENTS**

A career-oriented English course book for MBA students.

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The Higher School of Business and Entrepreneurship is intended for students studying in the following educational programs: 70410901– Business Management (MBA – Global Management), 70410901– Business Management (MBA – Finance), 70410901– Business Management (MBA – Digital Economy), 70410901– Business Management (MBA – Small Business and Entrepreneurship), 70410901– Business Management (MBA – Agribusiness), 70410802– Project Management (PM), and aims to develop their practical knowledge in English speaking, listening comprehension, writing and reading skills in their field as a professionally oriented foreign language.

SO‘Z BOSHI

Ushbu o‘quv qo‘llanma MBA – global menejment, MBA – moliya, MBA – raqamli iqtisodiyot, MBA – kichik biznes va tadbirkorlik, MBA – agrobiznes, Loyiha boshqaruvi (PM) sohasida tahsil olayotgan tinglovchilarga va til o‘rganishga qiziqqan barcha insonlarga Ingliz tilini Kasbga yo‘naltirilgan xorijiy til sifatida akademik maqsadlarda o‘rgatishga asoslangan. O‘quv qo‘llanma jami 36 ta dars kiritilgan bo‘lib, har bir darsda gapirish ko‘nikmasi, tinglab tushunish ko‘nikmasi, yozish ko‘nikmasi hamda o‘qish ko‘nikmasini Kasbga yo‘naltirilgan xorijiy til sifatida o‘qitish uchun amaliy bilimlarini rivojlantirish maqsad qilingan. Dars avvalida “*Pre- Teaching - Glossary*” metodi qo‘llanilganligi bois, muallif ma’lum bir mashqlar vositasida tinglovchilarni darsga ham ruhiy, ham aqliy jihatdan olib kirishni rejalashtirgan. Bundan tashqari kichik fan sohasiga oid matnlar vositasida tinglovchilar ushbu mashqlarga tayyorlagan javoblarini tekshirishlari mumkin. Shu boisdan ham O‘quv qo‘llanma “student- centered learning” strategiyasi asos sifatida olingan.

Ushbu o‘quv qo‘llanma keng miqyosda MBA – global menejment, MBA – moliya, MBA – raqamli iqtisodiyot, MBA – kichik biznes va tadbirkorlik, MBA – agrobiznes, Loyiha boshqaruvi (PM) sohasida Kasbga yo‘naltirilgan Ingliz tilini o‘rganuvchilar ishlatilishi mumkin, chunki kontent tili to‘laligicha Ingliz tilida. Bundan tashqari, darslik har qanday ta’lim sohasiga moslashtirsa bo‘ladi. Ushbu o‘quv qo‘llanma kutilgan natija qisqa muddat ichida o‘quvchilarning bilimlarini yanada oshirish va asosiy soha mazmunini o‘rgatishdir. Uning uzoq muddatli maqsadi esa MBA – global menejment, MBA – moliya, MBA – raqamli iqtisodiyot, MBA – kichik biznes va tadbirkorlik, MBA – agrobiznes, Loyiha boshqaruvi (PM) ta’lim yo‘nalishida yetarli darajada soha terminologiyasini yaxshi o‘zlashtirgan mutaxasislarni tayyorlashdir.

Muallif

UNIT 1 PRESENT SIMPLE. MOVE OVER GAME BOYS!

Glossary part of Unit 1. Through these given terms, you will get acquainted with the terms related to Stake holding.

Stakeholder: A person or group with an interest or concern in the success of a business or project.

Example: The stakeholders in the new company include investors, employees, and local community members.

Investor: Someone who provides money or resources to a business with the expectation of receiving a return.

Example: The venture capitalist is an investor in the startup, hoping for significant returns in the future.

Shareholder: An individual or entity that owns shares in a company and therefore has partial ownership.

Example: As a shareholder in the corporation, you have the right to vote on important decisions during the annual meeting.

Customer: A person or organization that buys goods or services from a business.

Example: Our primary stakeholders include customers who rely on our products for their daily needs.

Employee: A person who works for a company or organization in exchange for wages or salary.

Example: Employees are crucial stakeholders as they contribute to the success of the company through their work and dedication.

Supplier: A person or company that provides goods or services to another business.

Example: Our suppliers play a vital role as stakeholders in ensuring that we have high-quality materials for production.

Community: The people living in a particular area, seen as a group with shared interests and concerns.

Example: The construction project must consider the needs and concerns of the local community as stakeholders in the development.

Government: The governing body of a nation, state, or community, often involved in regulating businesses.

Example: The government is a stakeholder in the project and must approve permits before construction can begin.

Regulator: An authority responsible for monitoring and enforcing rules and regulations within a particular industry.

Example: The Environmental Protection Agency (EPA) acts as a regulator and stakeholder in ensuring businesses comply with environmental laws.

Competitor: A business rival operating in the same market or industry.

Example: Competitors are stakeholders in the industry, influencing market dynamics and strategies.

Trade Union: An organization representing the interests of workers in negotiations with employers.

Example: The trade union serves as a stakeholder advocating for fair wages and working conditions on behalf of employees.

Non-Governmental Organization (NGO): A nonprofit organization working independently of government, often advocating for social or environmental causes.

Example: The NGO is a stakeholder in the project, providing valuable input on sustainability practices and community engagement.

Creditors: Individuals or institutions that lend money or extend credit to a business.

Example: Creditors have a vested interest in the financial stability of the company, as they expect timely repayment of loans and interest.

Debtor: A person or entity that owes money to another party.

Example: As a debtor, the company must prioritize paying off its outstanding debts to maintain good financial standing with stakeholders.

Board of Directors: A group of individuals elected by shareholders to oversee the management and strategic direction of a company.

Example: The board of directors' acts as stakeholders in setting long-term goals and evaluating the performance of executive leadership.

Partnership: A business structure where two or more individuals or entities share ownership and responsibilities.

Example: The strategic partnership between our company and a local charity organization demonstrates collaboration and shared stakeholder interests.

Investment Analyst: A professional who evaluates investment opportunities and provides recommendations to investors.

Example: The investment analyst's report helps stakeholders make informed decisions about allocating resources in the stock market.

Local Authority: The administrative body responsible for governing a particular locality or jurisdiction.

Example: The local authority serves as stakeholders in urban development projects, ensuring compliance with zoning regulations and infrastructure needs.

Environmental Activist: A person who campaigns for the protection of the environment and natural resources.

Example: Environmental activists can influence corporate policies and practices as stakeholders advocating for sustainability and responsible stewardship.

20. Consumer Advocate: An individual or organization that works to protect and promote the interests of consumers.

Example: Consumer advocates serve as stakeholders by raising awareness about product safety and advocating for fair business practices on behalf of customers.

Exercise 1 Speaking

Grammar part of Speaking section

Present Simple tense

The present simple tense is used to describe actions that are habitual, routine, or facts that are generally true. Time expressions help clarify when these actions occur.

Habitual Actions: Things that regularly happen or are repeated.

Example: *She reads a book every night.*

Routines: *Activities that happen according to a fixed schedule.*

Example: *He usually wakes up at 7:00 AM.*

Facts: *Information that is true at all times.*

Example: *Water boils at 100 degrees Celsius.*

Structures:

Affirmative:

Subject + Base Form of Verb (+ -s/-es for third person singular)

Example:

I work in an office.

She eats breakfast at 8:00 AM.

Negative:

Subject + Auxiliary Verb "do" (don't/doesn't) + Base Form of Verb

Example:

I don't work on weekends.

She doesn't eat meat.

Questions:

Auxiliary Verb "do" (do/does) + Subject + Base Form of Verb

Example:

Do you like coffee?

Does she speak Spanish?

Third Person Singular (-s/-es):

Verbs in the third person singular add "-s" or "-es" to the base form.

Example:

He works in a hospital.

She eats lunch at noon.

Time Expressions:

Frequency Adverbs:

These adverbs indicate how often an action occurs.

Examples: always, usually, often, sometimes, rarely, never

Example: She always arrives on time.

Specific Time Expressions:

These expressions specify when an action happens.

Examples: every day, on Mondays, in the morning, at noon, at night

Example: He usually goes to the gym in the morning.

General Time Expressions:

These expressions indicate a general time frame.

Examples: now, at present, currently

Example: They study English now.

Note!

Ensure the correct use of third-person singular (-s/-es) for verbs.

Pay attention to word order in questions and negative sentences.

Time expressions help provide context and clarity to the present simple tense sentences.

Speaking activity

“Two truth and one lie” activity helps you to practice the present simple tense in a fun and engaging way. You have to listen carefully to the statements and use your knowledge of grammar and vocabulary to determine which one does not fit.

Instructions:

1. You work in small groups of 3-4 people.
2. Each student comes up with 3 statements about themselves - 2 truths and 1 lie
3. The statements should be in the present simple tense (e.g., "I live in London")
4. Students take turns reading their 3 statements out loud to the group

5. The other group members have to guess which one is the lie
6. The student who made the statements then reveals which one was false

Example statements:

I wake up at 4am every morning.
I have a part-time job on weekends.
I play football for my school team.

Exercise 2 Listening

In this Listening task, you will listen a story of Muslima from Tashkent, a 16-year-old programmer. Then You have to answer the questions according to the details in the story.

Questions 1–5

Do the following statements in the Listening task agree with the information in the story?

Write in the space if the statement TRUE/FALSE

1. The schoolgirl in the passage was interested in computer games from a young age. ____
2. Her parents did not support her interest in computers and tried to stop her hobby. ____
3. She first learned programming by creating games using Scratch at a coding center. ____
4. Later she learned web programming and languages like C and Python. ____
5. She is now mentoring a team of younger girls for a global technology contest. ____

Questions 6-10

Fill in the gaps with information about the story

Write NO MORE THAN ONE WORDS for each answer:

6. When the schoolgirl was in the _____ grade, her father took her to a coding center where she began learning programming.

7. At the center, she started learning the _____ of programming and created mini-games.
8. Later she learned _____ programming, C++ and Java.
9. Sometimes people did not understand her ideas and _____ support her.
10. Her parents and mentors played an _____ role in her life.

Exercise 3 Reading

Read the text. Fill in each gap with ONE word. You must use a word which is somewhere in the rest of the text

A Mother's Instinct: The Tale of the Cat Who Escaped the Titanic

It was April 1912 and preparations were underway for the maiden voyage of the Titanic, being hailed as the largest and most luxurious ship ever built. Among those boarding was a tabby cat named Molly who lived in the ship's galley.

Molly had recently given birth to a litter of four kittens and was a very attentive mother. But in the week leading up to the Titanic's departure, Molly began acting strangely. She became agitated and paced nervously, meowing loudly. Her kittens, usually content at her belly, were now restless.

On the final night before the (1), as crew and passengers buzzed with excitement, Molly was overcome with a sense of dread. She had sensed danger coming but didn't know why or what. That night, as her kittens nursed and the ship bustled with last-minute activity, Molly made a decision.

Just before dawn, as the Titanic was cast off from Southampton, Molly gathered her (2) by their scruffs. Ignoring their mewls of protest, she leapt from the (3) down to the dock, landing safely on the ground with her bundle of babies. She watched from a distance as the great (4) steamed away, her premonition of peril driving her to save her family.

Of course, we all know what fate befell (5) just days later. Molly's uncanny ability to foresee the unsinkable ship's watery grave was later recounted as proof that animals can sense dangers humans cannot. The legend of the prescient "Titanic Cat" was born that tragic April night.

Exercise 4 Writing

Task 1

Write the verb in brackets in the correct form, present simple or present continuous, in each gap.

1. The children(play) in the park while their parents(have) a picnic.
2. She(study) French at the moment but she(want) to learn Spanish next year.
3. Look, a bird(build) its nest in the tree.
4. It(rain) heavily today so we(not/go) for a walk.
5. I'm sorry, I(not/listen). What(you/say)?
6. They(live) in London but they(plan) to move to the country soon.
7. The sun(shine) brightly today - it(be) lovely weather for a barbecue!
8. The phone(ring). Could you answer it, please? I(cook) dinner.
9. Wow, your baby(grow) so fast! She(learn) to crawl now.
10. Excuse me,(you/know) where the train station(be)? I'm afraid I've lost my way.

Task 2

Circle the correct word or phrase

1. Could you explain what 'antidisestablishmentarianism' **means / is meaning**, please?
2. Each song only **costs / is only costing** 50 cents at the moment because they're on special offer.
3. It **doesn't matter / isn't mattering** which of the books we've studied this term you do your essay on.
4. It's only a quick call as **I ring / I'm ringing** from my mobile.
5. I think **I recognize / I'm recognizing** that woman over there. Wasn't she on that quiz show last night?
6. Excuse me, **does the nut cake contain / is the nut cake containing** walnuts? I'm allergic to them.
7. **I really don't agree / I'm really not agreeing** that capital punishment deters people from committing murder.

8. Why **don't you play / aren't you playing** football, Mark? I thought you had a match this afternoon.
9. Stay out of this, Simon, **it doesn't concern / isn't concerning** you at all.
10. You really **resemble / are resembling** your father when you frown like that.

UNIT 2 PRESENT CONTINUOUS. FOLLOW-UP EMAILS

Glossary part of Unit 2.

Through these given terms, you will get acquainted with the terms related to ROI (Return on Investment).

ROI (Return on Investment): A financial metric used to evaluate the profitability of an investment relative to its cost.

Example: The ROI for our marketing campaign was 150%, indicating that for every dollar invested, we earned \$1.50 in revenue.

Investment: The act of putting money or resources into a project, business, or financial product with the expectation of achieving a positive return.

Example: The company made a significant investment in upgrading its manufacturing equipment to increase efficiency and productivity.

Profit: The financial gain earned from a business transaction after subtracting expenses from revenue.

Example: The restaurant experienced a substantial increase in profits after renovating its dining area and expanding the menu.

Cost: The amount of money or resources required to produce or obtain goods or services.

Example: The startup's initial costs included purchasing equipment, leasing office space, and hiring staff.

Revenue: The total income generated from sales of goods or services before deducting expenses.

Example: The online retailer reported record-breaking revenue during the holiday season due to increased customer demand.

Risk: The potential for loss or failure associated with an investment or business decision.

Example: Investing in emerging markets carries a higher risk but also the potential for higher returns.

Forecast: An estimate or prediction of future trends, performance, or outcomes based on current data and analysis.

Example: The financial analyst prepared a revenue forecast for the upcoming quarter to help the company plan its budget.

Asset: Any resource with economic value that can be owned or controlled to produce positive returns.

Example: Real estate is considered a valuable asset for investors seeking long-term growth and income.

Portfolio: A collection of investments held by an individual or organization, typically diversified to spread risk.

Example: The investor's portfolio includes stocks, bonds, and mutual funds to achieve a balanced allocation of assets.

Benchmark: A standard or reference point used for comparison or evaluation of performance.

Example: The company compared its sales figures to industry benchmarks to assess its competitive position and identify areas for improvement.

Opportunity Cost: The potential benefits forfeited when one alternative is chosen over another.

Example: By investing in new product development, the company incurred opportunity costs associated with allocating resources away from other projects.

Break-even Point: The level of sales at which total revenue equals total costs, resulting in neither profit nor loss.

Example: The business aimed to reach its break-even point within the first year of operation to achieve financial stability.

Payback Period: The time it takes for an investment to generate enough cash flow to cover its initial cost.

Example: The payback period for the equipment upgrade was estimated to be two years based on projected cost savings and increased productivity.

Dividend: A portion of a company's profits distributed to shareholders as a return on their investment.

Example: Shareholders received quarterly dividends as a reward for their ownership stake in the company.

Liquidity: The ease with which an asset can be converted into cash without significantly affecting its market value.

Example: Cash and government bonds are considered highly liquid assets because they can be quickly sold or redeemed.

Capital: Financial assets or resources used to generate income or investment returns.

Example: The startup secured venture capital funding to expand its operations and accelerate growth.

Net Income: The total profit earned by a business after subtracting expenses and taxes from revenue.

Example: The company's net income increased by 20% compared to the previous year, reflecting improved operational efficiency.

ROI Analysis: The process of evaluating the potential return on investment for a particular project or initiative.

Example: The management team conducted an ROI analysis to determine whether to invest in upgrading the company's technology infrastructure.

Risk Management: The practice of identifying, assessing, and mitigating potential risks to minimize their impact on business objectives.

Example: Implementing strict security protocols is essential for risk management to protect sensitive data from cyber threats.

Economic Value: The financial benefit or worth derived from an investment, asset, or business activity.

Example: The economic value of the company's brand reputation contributes to customer loyalty and long-term profitability.

Exercise 1 Speaking

Grammar part of Speaking section

Present continuous tense

The present continuous tense is used to describe actions or situations that are happening at the moment of speaking or around the present time. It emphasizes temporary actions or ongoing processes.

Time Expressions:

Common time expressions used with the present continuous tense include:

Now

At the moment

Currently

Right now

Today

This week/month/year

At present

Affirmative Form:

**The affirmative form of the present continuous tense is structured as follows:
Subject + am/is/are (depending on the subject) + verb-ing**

Example:

I am reading a book. (Action happening at the moment)

She is studying for her exam. (Ongoing action)

They are playing football. (Action happening now)

Negative Form:

The negative form of the present continuous tense is formed by adding "not" after the auxiliary verb "am/is/are":

Subject + am/is/are (depending on the subject) + not + verb-ing

Example:

I am not watching TV. (Action not happening at the moment)

She is not working tomorrow. (Future action not happening)

They are not studying English right now. (Action not happening now)

Interrogative Form:

The interrogative form of the present continuous tense is formed by switching the subject and the auxiliary verb "am/is/are":

Am/Is/Are + subject + verb-ing?

Example:

Are you listening to music? (Asking about action happening at the moment)

Is she studying for the test? (Asking about ongoing action)

Are they playing tennis now? (Asking about action happening now)

Remember to use the appropriate form of the verb "to be" (am/is/are) based on the subject (I/am, he/she/it/is, you/we/they/are) and add "-ing" to the base form of the main verb to form the present continuous tense.

Speaking activity

Imagine that you've found a job vacancy for a Trader position and attended a job interview. Then, you're prompted to respond to questions asked by the potential employer based on the interview scenario. Before listening to the questions, read the questions below.

-Can you tell me a little about yourself?

-What are your greatest strengths?

-What are your biggest weaknesses?

-What is your greatest professional achievement?

-Why should we hire you?

-What motivates you to do a good job?

- How did you hear about the position?
- Why do you want to work at our company?
- What are you looking for in a new position?

Exercise 2 Listening

In this Listening task, you will listen to instructions on how to write follow-up emails. Then You have to answer the questions according to the details in the story.

Do the following statements in the Listening task agree with the information in the story?

Write in the space if the statement TRUE/FALSE

1. Greeting the person by name is not necessary in a follow-up email. ____
2. It's important to thank the recipient for their previous email to show appreciation. ____
3. The purpose of a follow-up email is to provide detailed information about the topic discussed. ____
4. A follow-up email should be lengthy to ensure all information is covered thoroughly. ____
5. Using complex vocabulary and sentence structures is recommended in a follow-up email. ____
6. It's not necessary to check for errors before sending a follow-up email. ____
7. The closing of a follow-up email should be brief and polite. ____
8. It's acceptable to use phrasal verbs and complicated grammar structures in a follow-up email. ____
9. A follow-up email should be written in the present tense to convey urgency. ____
10. Keeping a follow-up email short and concise is advisable. ____

Exercise 3 Reading

Evolution of Stock Exchanges: From Amsterdam to Wall Street

The first stock exchange was founded in the early 1600s in Amsterdam. Merchants and businessmen would gather under a large tree to trade company shares and bonds. This was the beginning of the Amsterdam Stock Exchange. Other major European cities soon followed and established their own stock exchanges.

In London, England the Royal Exchange was opened in 1565 where traders could meet. Formal stock trading began in London during the late 1600s and the London Stock Exchange was formed. By the 1700s it had grown to be one of the most important stock exchanges in Europe.

In the United States, the Buttonwood Agreement in 1792 was an early precursor to the New York Stock Exchange. It began as a loose association of brokers under a

buttonwood tree on Wall Street. The NYSE was established in 1817 and quickly became the largest stock exchange in the nation.

Today there are stock exchanges located around the world in major financial centers. Some of the largest include the New York Stock Exchange, the NASDAQ, the London Stock Exchange, the Tokyo Stock Exchange, the Shanghai Stock Exchange, and the Bombay Stock Exchange. Through stock exchanges, companies are able to raise capital by selling shares to the public and investors are able to buy and trade shares in companies.

**Find words or phrases in the passage which mean the same as: COLUMN A
COLUMN B**

	Column A	Column B
1	A marketplace where securities such as stocks, bonds, and derivatives are bought and sold.	
2	A person or entity engaged in buying and selling goods or services, often for profit.	
3	A type of debt security issued by governments or corporations, typically with fixed interest payments over a specified period.	
4	To set up or create something, such as an organization, institution, or system.	
5	A mutual understanding or arrangement between parties regarding a particular matter.	
6	Something that comes before and serves as a sign or indication of what is to follow.	
7	A person or firm that facilitates the buying and selling of financial assets on behalf of clients in exchange for a commission or fee.	
8	Money or assets used to finance the operations and investments of a business or organization.	
9	Units of ownership in a company, typically representing a proportionate interest in the company's assets and profits.	
10	An individual or entity that allocates capital with the expectation of generating a return or profit.	

Exercise 4 Writing

Explanation of how to write A follow-up email

A follow-up email is a message sent after an initial contact or meeting to remind the recipient of your previous communication, request additional information, or express gratitude. It's a way to maintain communication and show interest in the ongoing conversation or process.

Rules for Writing Follow-up Emails:

Subject Line: Keep the subject line clear and relevant to the purpose of your email. For example, "Follow-Up on Job Application" or "Thank You for the Meeting".

Greeting: Begin your email with a polite greeting, addressing the recipient by name if possible (e.g., "Dear Mr. Smith" or "Hello").

Reference Previous Contact: Briefly remind the recipient of your previous interaction or meeting to provide context for your follow-up.

Purpose: Clearly state the purpose of your follow-up email, whether it's to ask a question, provide additional information, or express gratitude.

Be Concise: Keep your message concise and to the point. Use simple language and avoid unnecessary details or jargon.

Politeness: Maintain a polite and respectful tone throughout your email. Use expressions like "please" and "thank you" to show appreciation.

Closing: End your email with a polite closing remark, such as "Best regards" or "Sincerely", followed by your name.

Proofread: Before sending your email, proofread it carefully to check for any spelling or grammar mistakes.

Writing activity

Task 1. Write the verb in brackets in the correct form, present simple or present continuous, in each gap.

Subject: Follow-Up on Job Interview

Dear Ms. Johnson,

I hope this email 1. _____(find) you well. I 2. _____(want) to follow up on our recent job interview for the Sales Assistant position at ABC Company. I enjoyed our conversation and am excited about the opportunity 3. _____(join) your team.

I would like 4. _____(express) my continued interest in the position and inquire about the next steps in the hiring process. Additionally, I am happy to provide any further information or references you may 5. _____(require).

Thank you once again for considering my application. I look forward to hearing from you soon.

Best regards,
Your Name

This example demonstrates a simple and polite follow-up email, expressing interest in the job opportunity and seeking clarification on the next steps.

Task 2.

Write a Follow-up Email to the bank after attending a job interview for the vacancy of Accountant.

In your letter:

- say why you are writing
- describe your interest in working as an Accountant
- explain why you would be a suitable Accountant for that Bank

Write about 150 words

UNIT 3 DILEMMA – EXPORTING TO MEXICO. GREETING PEOPLE.

Glossary part of Unit 2.

Through these given terms, you will get acquainted with the terms related to Export.

Export: The process of selling goods or services produced in one country to buyers in another country.

Example: The company increased its profits by exporting its products to international markets.

Importer: A person or business that brings goods or services into a country from abroad for resale.

Example: The importer purchased a large quantity of electronics from overseas suppliers.

Customs: The government agency responsible for regulating the flow of goods into and out of a country and collecting tariffs and duties.

Example: The shipment was delayed at customs due to incomplete documentation.

Tariff: A tax imposed by a government on imported or exported goods, usually as a percentage of their value.

Example: The company faced higher production costs due to increased tariffs on imported raw materials.

Duty: A tax or fee imposed on imported goods by a government, often for the purpose of protecting domestic industries.

Example: The customs duty on luxury cars imported from Europe was increased to promote local manufacturing.

Export License: A government-issued permit that authorizes the export of certain goods or services.

Example: The company obtained an export license before shipping its pharmaceutical products overseas.

Export Documentation: The paperwork required for exporting goods, including invoices, packing lists, and certificates of origin.

Example: The exporter prepared all the necessary export documentation to comply with international trade regulations.

Export Credit Insurance: Insurance coverage that protects exporters against the risk of non-payment by foreign buyers.

Example: The exporter purchased export credit insurance to mitigate the risk of default by overseas customers.

Export Financing: Financial assistance provided to exporters to support their international trade activities, such as pre-export financing and export factoring.

Example: The bank offered export financing options to help small businesses expand into foreign markets.

Export Promotion: Government policies and programs designed to encourage and support exporting activities by domestic businesses.

Example: The Ministry of Trade launched an export promotion campaign to help local manufacturers access international markets.

Trade Agreement: A formal agreement between two or more countries to facilitate trade by reducing tariffs and other trade barriers.

Example: The free trade agreement between the US and Canada has boosted bilateral trade and investment.

Export Subsidy: Financial assistance provided by governments to domestic producers to help them export goods at lower prices.

Example: The government implemented an export subsidy program to support the competitiveness of local farmers in global markets.

Trade Barrier: Any government-imposed restriction that hinders the free flow of goods and services across borders, including tariffs, quotas, and licensing requirements.

Example: The trade barrier imposed by the importing country limited the export opportunities for local manufacturers.

Letter of Credit (LC): A financial instrument issued by a bank that guarantees payment to the exporter upon presentation of specified documents.

Example: The exporter requested a letter of credit from the buyer's bank to ensure payment for the shipment.

Incoterms (International Commercial Terms): Standardized terms used in international trade contracts to define the rights and responsibilities of buyers and sellers regarding transportation, insurance, and delivery of goods.

Example: The contract specified that the goods would be delivered to the buyer's warehouse under the terms of FOB (Free On Board).

Export Market Research: The process of gathering and analyzing information about foreign markets to identify opportunities and assess market potential.

Example: The company conducted export market research to evaluate consumer preferences and competitors in target countries.

Export Compliance: Adherence to laws, regulations, and trade agreements governing the export of goods and services, including export controls and sanctions.

Example: The company implemented export compliance measures to ensure legal and ethical business practices in its international operations.

Export Promotion Council: A government or industry organization tasked with promoting and facilitating exports from a particular sector or region.

Example: The Export Promotion Council for Handicrafts organized trade fairs and buyer-seller meets to showcase Indian handicrafts in international markets.

Export Broker: A third-party intermediary that facilitates export transactions between buyers and sellers, often specializing in specific industries or markets.

Example: The export broker negotiated contracts and arranged shipping logistics for the exporter's products.

Export Quota: A limit imposed by a government on the quantity or value of goods that can be exported during a specified period.

Example: The government announced an export quota on rice to stabilize domestic prices and ensure sufficient supply for local consumers.

Exercise 1 Speaking

Taboo - a fun word guessing

Rules:

- The group will divide into teams of 3-5 students. Each team will take turns being the "clue givers" while the other teams try to guess the word.*
- The clue giver's team will select a word or phrase related to business/work that the other teams must try to guess.*
- The clue giver then provides clues to help the other teams guess the word, but they cannot say any "taboo" words listed on the card for that word. These taboo words are close hints or synonyms for the word.*
- The other teams take turns guessing, discussing amongst themselves to try and deduce the word from the clues given.*
- Guessing teams get a certain number of guesses (e.g. 3 guesses) before revealing the answer.*
- If they guess correctly, they get a point. If not, the next team gets a turn at guessing.*
- Encourage creative clue giving that avoids the taboo words. Having a timer can add pressure.*
- The team with the most points after a set number of rounds wins. Switch clue giver roles each round.*

Example Words and Taboo Words:

Word: "Presentation"

Taboo Words: PowerPoint, slides, lecture, speech, audience

Word: "Negotiation"

Taboo Words: Bargain, deal, compromise, agreement, contract

Word: "Deadline"

Taboo Words: Due date, cutoff, timeline, schedule, expiration

Word: "Networking"

Taboo Words: Connections, socializing, contacts, relationships, mingling

Word: "Innovation"

Taboo Words: Creativity, invention, originality, improvement, breakthrough

Word: "Strategy"

Taboo Words: Plan, tactic, approach, method, scheme

Word: "Market Research"

Taboo Words: Survey, data analysis, consumer study, market analysis, demographic research

Word: "Investment"

Taboo Words: Capital, funding, finance, venture, assets

Word: "Leadership"

Taboo Words: Management, guidance, direction, authority, influence

Word: "Entrepreneurship"

Taboo Words: Startup, business owner, innovation, venture, risk-taking

Exercise 2 Listening

In this Listening task, you will hear a passage about a CEO of BYD Company. You have to answer the following questions based on the details provided in the passage.

Write in the space if the statement TRUE/FALSE

1. The CEO of BYD faced a dilemma about whether to export electric cars to Mexico. ____
2. Mexico is not considered a promising market for electric vehicles. ____
3. Tesla is the only competitor in the electric car market in Mexico. ____
4. The CEO decided against exporting cars to Mexico due to the strong presence of Tesla. ____
5. BYD's cars were perceived to have unique features and a competitive price point. ____
6. The CEO was hesitant to challenge the company and push it to new heights. ____
7. BYD focused on marketing its cars' luxury features in Mexico. ____
8. Mexican consumers were not impressed by the performance and value of BYD's cars. ____
9. Tesla's market dominance in Mexico remained unchallenged. ____

10. Exporting cars to Mexico did not lead to new opportunities or growth for BYD.

—
Fill in the Gaps:

1. After much _____, the CEO decided to export BYD's electric cars to Mexico.
2. BYD believed their cars offered _____ features and a competitive price point.
3. The CEO saw exporting to Mexico as an opportunity to challenge _____.
4. BYD invested in building relationships with _____ and establishing a strong customer service network.
5. Mexican consumers embraced BYD's cars, impressed by their _____ and value.
6. Tesla remained a _____ competitor in the Mexican market.
7. The decision to export to Mexico propelled BYD to new levels of _____ and innovation.
8. The dilemma led BYD to new opportunities and _____.
9. The CEO was confident in the abilities of the _____ and the quality of the product.
10. Exporting cars to Mexico was perceived as a _____ move by the CEO.

Exercise 3 Reading

Unique Greeting Cultures Around the Globe

Greetings are an essential aspect of human interaction, reflecting cultural norms, values, and traditions. While a handshake may be common in some cultures, others have unique and fascinating ways of greeting one another.

In Japan, bowing is a customary greeting gesture. The depth of the bow varies depending on factors such as age, status, and familiarity. A deeper bow signifies respect and humility, while a slight bow is appropriate for casual encounters. This practice reflects the Japanese emphasis on politeness and social hierarchy.

Meanwhile, in Maori culture in New Zealand, the traditional greeting is the hongi. During a hongi, two people press their foreheads and noses together, symbolizing the sharing of breath and the mingling of spirits. This intimate gesture signifies unity, connection, and respect for one another's mana, or spiritual power.

In India, the Namaste is a widely recognized greeting. It involves pressing the palms together in front of the chest and bowing slightly. The word "Namaste" translates to "I bow to the divine in you," acknowledging the inherent divinity within each individual. This greeting reflects the Indian belief in the interconnectedness of all beings and the importance of showing reverence and humility.

Moving to Tibet, the traditional greeting involves sticking out one's tongue. Known as "tongue sticking," this gesture is believed to ward off evil spirits and symbolizes a peaceful intention. It is often accompanied by a smile, conveying warmth and friendliness despite its unconventional nature.

In many African cultures, greetings are elaborate rituals involving handshakes, hugs, and even dances. For example, in some tribes in Zimbabwe, people clap their hands and snap their fingers while greeting one another, creating a rhythmic and joyful atmosphere.

These diverse greeting customs highlight the richness and complexity of human culture. By understanding and respecting different greeting traditions, we can foster cross-cultural understanding and appreciation for the diversity of the world.

Do the following statements agree with the information given in the passage?

True - if the statement agrees with the information

False - if the statement contradicts the information

1. Handshakes are the only form of greeting mentioned in the passage. ____
2. In Japan, the depth of the bow doesn't vary based on factors like age and status. ____
3. The hongi is a traditional greeting in Indian culture. ____
4. The word "Namaste" means "hello" in Indian culture. ____
5. The traditional Tibetan greeting involves sticking out one's tongue to show aggression. ____
6. Greetings in African cultures are always simple and straightforward. ____
7. The hongi gesture in Maori culture symbolizes separation and distance. ____
8. The Namaste gesture involves pressing the palms together in front of the forehead. ____

9. In Zimbabwe, people dance while greeting each other. ____
10. The passage emphasizes the importance of understanding and respecting different greeting traditions. ____

Find words or phrases in the passage which mean the same as the definitions below:

1. Another word for customary or traditional. _____
2. A gesture used to express gratitude or respect. _____
3. The opposite of separation or disconnection. _____
4. A synonym for "well-known" or "familiar." _____
5. A belief in the spiritual or supernatural power of oneself. _____
6. The act of combining or mixing together. _____
7. A word that describes something that is not usual or common. _____
8. The feeling of reverence or deep respect. _____
9. The act of greeting someone in a specific way. _____
10. A lively and enjoyable atmosphere. _____

Exercise 4 Writing

Grammar part of writing section

Differences between "If only" and "wish"

"If only" and "wish" are both used to express desires or regrets about situations that are not currently true or cannot be changed. While they serve similar functions, they are used in slightly different contexts and structures.

"If only"

"If only" is used to express a strong wish or desire for something to be different in the present or past. It is often followed by a past tense verb and expresses a hypothetical situation or a wish for a change in circumstances.

If only I had more time to finish this project. (expresses a wish for more time in the present)

"Wish"

"Wish" is used to express desires or regrets about present or past situations. It can be followed by past simple or past perfect tense to express present or past desires/regrets respectively.

I wish I had more money. (expresses a desire for more money in the present)

Writing activity

Task 1. Complete the sentences with "If only" or "Wish."

1. I _____ I had studied harder for the exam.
2. _____ I could speak fluent French!
3. She _____ she had more time to travel.
4. _____ I had a bigger apartment.
5. They _____ they hadn't missed the bus.
6. _____ I hadn't eaten so much cake at the party.
7. He _____ he could play the guitar like a professional.
8. _____ it would stop raining so we could go for a walk.
9. We _____ we could afford to go on vacation this year.
10. _____ she had listened to her mother's advice.

Task 2. Choose the correct option to complete the sentences.

1. I wish I (had / have) more free time to spend with my family.
2. If only she (doesn't / didn't) forget her umbrella, she wouldn't get wet in the rain.
3. They wish they (can / could) afford to buy a house in the city center.
4. If only he (doesn't / didn't) make that mistake during the presentation.
5. I wish I (knew / know) how to play the piano.
6. If only they (aren't / weren't) always late for meetings.

7. She wishes she (has / had) more confidence in herself.
8. If only we (book / had booked) our tickets in advance, we wouldn't have to pay extra now.
9. I wish I (don't / didn't) have to work on weekends.
10. If only he (didn't / doesn't) live so far away, we could see each other more often.

UNIT 4 NO HIDING PLACE. USING THE INTERNET

Glossary part of Unit 4.

Through these given terms, you will get acquainted with the terms related to KPI (Key Performance Indicator).

KPI (Key Performance Indicator)

Definition: A measure used to see how well a company or person is doing at reaching a goal.

Example: A store's KPI could be the number of products sold in a month.

Goal

Definition: Something you want to achieve.

Example: A goal for a student could be to get good grades.

Measure

Definition: To find out the size, amount, or number of something.

Example: You can measure how much money you make each month.

Performance

Definition: How well someone or something does a job.

Example: An athlete's performance can be seen in how fast they run.

Target

Definition: A specific number or result you want to reach.

Example: A company's target might be to sell 100 items in a week.

Metric

Definition: A way to measure something, often with numbers.

Example: The number of visitors to a website is a metric.

Benchmark

Definition: A standard or point of reference to compare things against.

Example: A school's average test score can be a benchmark for student performance.

Analyze

Definition: To look at data or information carefully to understand it better.

Example: A manager analyzes sales reports to see which products are popular.

Indicator

Definition: A sign that shows the condition or level of something.

Example: High customer satisfaction is an indicator of good service.

Outcome

Definition: The result of an action or event.

Example: The outcome of a marketing campaign could be an increase in sales.

Efficiency

Definition: Doing something well without wasting time or resources.

Example: A car that uses less fuel is more efficient.

Growth

Definition: An increase in size, amount, or number.

Example: Business growth can be seen in higher profits over time.

Exercise 1 Speaking

Strong Advice Expressions

These expressions can be used to give strong advice.

Direct and Assertive Advice Expressions:

You must...

Example: You must complete your assignments on time to avoid penalties.

You have to...

Example: You have to follow the safety guidelines to ensure everyone's well-being

It's essential that you...

Example: It's essential that you study for the exam if you want to pass.

You should definitely...

Example: You should definitely speak with your manager about your concerns.

You need to...

Example: You need to check your email regularly for important updates.

Expressing Urgency Advice Expressions:

It's crucial that you...

Example: It's crucial that you back up your data before updating the software.

You can't afford to...

Example: You can't afford to miss this opportunity for career advancement.

You absolutely have to...

Example: You absolutely have to wear a mask in crowded places to stay safe.

You must not...

Example: You must not share your passwords with anyone to protect your account.

It is imperative that you...

Example: It is imperative that you attend the meeting tomorrow morning.

Advising Against Advice Expressions:

You must avoid...

Example: You must avoid using your phone while driving.

You shouldn't...

Example: You shouldn't ignore the warning signs of burnout.

You must not...

Example: You must not skip meals if you want to maintain your health.

It's vital that you don't...

Example: It's vital that you don't mix these chemicals without proper knowledge.

You can't...

Example: You can't disregard the company's policies.

Pointing Out Necessity Advice Expressions:

You need to ensure that...

Example: You need to ensure that all reports are submitted by Friday.

You have to make sure...

Example: You have to make sure the client is satisfied with the service.

You must remember to...

Example: You must remember to lock the doors before leaving.

You can't neglect...

Example: You can't neglect regular maintenance of your equipment.

You should prioritize...

Example: You should prioritize your health over work.

Highlighting Importance Advice Expressions:

It's extremely important that you...

Example: It's extremely important that you arrive on time for your interview.

You really need to...

Example: You really need to take this feedback seriously.

It's critical that you...

Example: It's critical that you double-check your work for errors.

You should focus on...

Example: You should focus on improving your communication skills.

You can't ignore...

Example: You can't ignore the potential risks of this investment.

Speaking activity

These scenarios help you to practice giving strong advice in various contexts, enhancing your speaking and communication skills. You need to give strong advice based on specific situations.

Scenario 1: "Your friend often submits assignments late and is facing penalties. Advise them on what they must do to avoid these penalties."

Scenario 2: "Your coworker often neglects to follow safety guidelines at work. Advise them on the necessity of following these guidelines."

Scenario 3: "A friend is worried about failing an important exam because they haven't studied enough. Advise them on what is essential for passing the exam."

Scenario 4: "Your colleague has concerns about their workload but hesitates to speak up. Advise them on the importance of discussing these concerns with their manager."

Scenario 5: "A teammate misses important updates because they don't check their email frequently. Advise them on the necessity of regularly checking their email."

Scenario 6: "A friend is about to update their computer software without backing up their data. Advise them on why it is crucial to back up their data first."

Scenario 7: "A colleague is considering not applying for a significant promotion. Advise them on why they can't afford to miss this opportunity."

Scenario 8: "A friend is planning to attend a crowded event without a mask. Advise them on why they absolutely have to wear a mask."

Scenario 9: "A coworker is considering sharing their passwords with someone. Advise them on why they must not share their passwords."

Scenario 10: "A team member is thinking about skipping an important meeting. Advise them on why it is imperative that they attend."

Exercise 2 Listening

You will hear a passage about the effect of the Internet on Global Business. Then you have to answer the questions based on the details in the passage.

Fill-in-the-Gap Activity

1. The internet has _____ how businesses operate, providing numerous benefits compared to the 20th century.
2. In the past, businesses were limited to _____ markets, but now, they can reach a global audience through online platforms.
3. This global reach has opened up new growth opportunities and increased _____ streams.
4. Additionally, the internet has made _____ more cost-effective for businesses.
5. In the 20th century, businesses relied on expensive traditional marketing methods like _____ ads and TV commercials.
6. However, digital marketing tools such as social media and _____ campaigns are now available, allowing even small businesses to compete on a global scale.
7. Communication within businesses has also greatly improved with the _____.
8. In the past, communication was slow and limited to phone calls and _____.
9. Nowadays, businesses can use email, instant messaging, and _____ conferencing to communicate and collaborate efficiently.
10. Overall, the internet has _____ how businesses operate.
11. The internet enables businesses to reach a _____ audience.
12. It allows businesses to market their products more _____.
13. The internet helps businesses communicate more _____ compared to the limitations of the 20th century.
14. Digital marketing tools allow even _____ businesses to compete on a global scale.

15. Traditional marketing methods in the 20th century were _____.

Exercise 3 Reading

No Hiding Place - The Perpetual Threat of Internet Viruses

In the digital age, there seems to be no hiding place from the threat of internet viruses. These malicious programs can infiltrate our computers, smartphones, and even our smart home devices, wreaking havoc on our personal information and sensitive data.

No matter how vigilant we may be in updating our antivirus software or practicing safe browsing habits, the ever-evolving nature of these viruses makes them a constant threat. They can be disguised as harmless email attachments, pop-up ads, or even hidden within legitimate websites, making it difficult to detect their presence until it's too late.

Once a virus has infiltrated our devices, it can quickly spread throughout our network, infecting other devices and compromising our personal information. From stealing our passwords and financial information to causing irreversible damage to our system, internet viruses leave no stone unturned in their quest to wreak havoc.

In this digital landscape, there truly is no hiding place from the threat of internet viruses. It is essential for individuals and businesses alike to stay vigilant and take proactive measures to protect themselves from these malicious programs. By staying informed, practicing safe browsing habits, and investing in robust cybersecurity measures, we can minimize the risk of falling victim to these invisible threats. Remember, in the world of internet viruses, there is no hiding place – only preparedness and vigilance can keep us safe.

**Find words or phrases in the passage which mean the same as: COLUMN A
COLUMN B**

	Column A	Column B
1	Wanting to cause harm or pain	
2	To enter or go into a place secretly	
3	Causing something bad to happen	
4	A situation in which there is a lot of damage or destruction	
5	Observing for danger or problems	
6	To change the appearance to hide the true form	
7	Small windows with advertisements that appear on your computer screen.	
8	To make a deal where each side gives up something or puts something in danger.	
9	Something that cannot be changed back to how it was before.	

10	Strong and healthy; not likely to fail or become weak.	
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Exercise 4 Writing

In this writing task, you have to fill in the gaps with the terms given in the Glossary part of Unit 4.

Businesses, sustainable, Growth, Efficiency, Outcome, Key indicators, Analyzing, Benchmarks, targets, Measure, Goal, Key Performance Indicators (KPIs)

1. Setting clear _____ is essential for businesses to track progress towards achieving their goals.
2. The main _____ of a business may be to increase efficiency in order to optimize performance and reduce costs.
3. Businesses can _____ their performance by analyzing various metrics such as revenue, customer satisfaction, and productivity.
4. Setting specific _____ for each KPI helps businesses stay focused and work towards achieving desired outcomes.
5. _____ are useful for comparing a business's performance against industry standards and identifying areas for improvement.
6. _____ KPIs regularly allows businesses to gain insights into their operations and make data-driven decisions.
7. _____ of business success include customer retention rates, sales growth, and profit margins.
8. The ultimate _____ of tracking KPIs effectively is improved efficiency and overall performance.
9. _____ can be measured by analyzing processes, workflows, and resource allocation within a business.
10. Business _____ is a key indicator of success and can be measured by tracking revenue growth, market share, and expansion opportunities.
11. Businesses can use KPIs to identify areas where they can improve efficiency and drive growth in a _____ manner.
12. Analyzing KPIs helps _____ understand their strengths and weaknesses, leading to strategic decision-making and long-term success.

UNIT 5 COUNTABLE AND UNCOUNTABLE NOUNS. TYPES OF PRESENTATION DILEMMA -BUY IT NOW.

Glossary part of Unit 5

Through these given terms, you will get acquainted with the terms related to Types of Presentations.

There are several types of presentations commonly used in various settings, each designed to achieve specific objectives. Here are some of the most common types:

1. Informative Presentation

Purpose: To provide information or educate the audience on a particular topic.

Example: A presentation on the latest industry trends or a lecture in a classroom setting.

2. Persuasive Presentation

Purpose: To convince the audience to adopt a particular viewpoint or take a specific action.

Example: A sales pitch to potential customers or a campaign speech by a politician.

3. Demonstrative Presentation

Purpose: To show the audience how to do something through a step-by-step process.

Example: A cooking demonstration or a software tutorial.

4. Inspirational Presentation

Purpose: To motivate or inspire the audience.

Example: A keynote speech by a motivational speaker or a talk given at a charity event.

5. Business Presentation

Purpose: To convey business-related information, often used in corporate settings.

Example: Quarterly business reviews, project updates, or investor pitches.

6. Technical Presentation

Purpose: To explain technical information, often involving complex data and concepts.

Example: A presentation on a new technology or a scientific research finding.

7. Training Presentation

Purpose: To teach specific skills or knowledge.

Example: Employee training sessions or workshops.

8. Informal Presentation

Purpose: To share information in a casual and less structured manner.

Example: Team meetings or brainstorming sessions.

9. Conference Presentation

Purpose: To present research or findings to peers, often in academic or professional settings.

Example: Presentations at academic conferences or industry symposiums.

10. Pitch Presentation

Purpose: To propose an idea or product to an audience with the goal of gaining support or funding.

Example: Start-up pitch to potential investors or a proposal to a board of directors.

Exercise 1 Speaking

How to Give a Presentation

Giving a presentation involves several key steps, from preparation to delivery. Here's a guide to help you through the process, along with expressions commonly used during presentations:

Expressions Used for Giving Presentations

Starting the Presentation

- "Good morning/afternoon/evening, everyone. Thank you for being here."
- "Let me introduce myself. My name is, and today I will be talking about"
- "I'm excited to share with you"

Introducing the Topic

- "Today's topic is..."
- "The focus of my presentation is..."
- "I'd like to start by discussing..."

Transitioning Between Points

- "Let's move on to..."
- "Next, I will explain..."
- "Another important point is..."
- "Now that we've covered, let's look at"

Emphasizing Points

- "I'd like to highlight that..."
- "It's important to note that..."
- "One key takeaway is..."
- "This is particularly significant because..."

Providing Examples

- "For instance..."
- "A good example of this is..."

- "To illustrate this point..."
- "Consider the case of..."

Summarizing and Concluding

- "In summary..."
- "To sum up..."
- "To conclude..."
- "In conclusion, I'd like to leave you with..."
- "The main takeaway from this presentation is..."

Inviting Questions

- "Thank you for your attention. I'm happy to answer any questions you may have."
- "If you have any questions, please feel free to ask."
- "Are there any questions?"
- "I'd be glad to take any questions now."

Additional Tips

- Stay Calm: Take deep breaths if you feel nervous.
- Engage with the Audience: Ask rhetorical questions or encourage participation.
- Be Flexible: Be ready to adapt if something unexpected happens (e.g., technical issues).

Speaking Activity: Giving a Presentation

Objective: To practice delivering a structured presentation on a familiar topic, using appropriate language and expressions.

Activity Overview: You will prepare and deliver a 3–5-minute presentation on a topic of your choice, following a structured format. You will focus on clarity, organization, and the use of relevant expressions for introductions, transitions, and conclusions.

Step-by-Step Instructions

1. Topic Selection:

You have to choose a topic that you are familiar with and interesting for you. Examples could include a hobby, a place they have visited, a favorite book or movie, or a cultural tradition.

2. Outline Creation:

You have to create an outline for their presentation. The outline should include:

Introduction: Greeting, self-introduction, and topic introduction.

Main Points: At least three main points or subtopics, with supporting details.

Conclusion: Summary of main points and a closing statement.

3. Language and Expressions:

You will be provided with useful expressions for different parts of their presentation:

Introduction:

"Good morning/afternoon. My name is [Name], and today I'm going to talk about [Topic]."

"I chose this topic because..."

Transitions:

"First, I'd like to discuss..."

"Moving on to my next point..."

"Another important aspect is..."

Conclusion:

"In summary..."

"To conclude..."

"Thank you for listening. Are there any questions?"

4. Preparation and Practice:

You are allowed some time to prepare your presentations using the outline and expressions provided.

You can practice your presentations with a partner.

5. Presentation Delivery:

Some useful tips for you!

Make eye contact with the audience.

Use clear and audible speech.

Use gestures and body language to enhance their presentation.

Exercise 2 Listening

In this listening activity, you will hear a presentation on the topic: Launching a New Product - Eco-Friendly Water Bottle by an entrepreneur in Tashkent. You have to answer the questions based on the details in the presentation. Before starting the listening track, you will have some to look through the questions.

Fill in the gaps

1. Good afternoon, everyone. My name is Aziza, and today I'm going to present my new business venture, an Organic Juice Bar called '_____.'

2. I chose this topic because health and _____ are becoming increasingly important to consumers, and I believe an Organic Juice Bar is a perfect fit for this trend.
3. First, I'd like to explain the concept of 'Fresh Squeeze.' We specialize in 100% organic juices and _____ made from locally sourced fruits and vegetables.
4. Our menu will feature a variety of juice blends that cater to different health benefits, such as _____, energizing, and immune-boosting options.
5. We plan to offer healthy _____ and light meals, all prepared with organic ingredients.
6. Moving on to our _____ market, our primary customers will be health-conscious individuals aged 18-45.
7. We are in a bustling downtown area, surrounded by gyms, yoga studios, and office buildings, which will help attract our _____ audience.
8. We aim to attract fitness _____ looking for post-workout nutrition and busy professionals seeking healthy meal options.
9. Another important aspect is our marketing strategy. We plan to use social media platforms like _____ and Facebook to build our brand and engage with our customers.
10. We will collaborate with local influencers and health bloggers to _____ our juices and create buzz around our grand opening.
11. Additionally, we'll offer a loyalty program and special _____ to first-time customers to encourage repeat visits.
12. In terms of business goals, our primary aim is to establish 'Fresh Squeeze' as the go-to spot for organic _____ in the downtown area.
13. We plan to achieve a steady growth in _____ by 15% each quarter and break even within the first year.
14. Long-term, we aim to expand to multiple locations within the city and eventually _____ our concept.
15. Thank you for your attention. Are there any _____?

Exercise 3 Reading

Dilemma – Buy it now?

In the bustling real estate market of Uzbekistan, potential buyers often find themselves facing a dilemma - whether to buy a property now or wait for a better opportunity. This decision can be a challenging one, as the market is constantly evolving and prices can fluctuate rapidly.

For many buyers, the temptation to buy a property now is strong. With the real estate market in Uzbekistan experiencing rapid growth and development, there is a sense of urgency to secure a property before prices rise even further. Buying now can also offer the advantage of finding a property in a desirable location or taking advantage of favorable financing options.

However, rushing into a purchase without careful consideration can lead to potential pitfalls. Buyers may end up overpaying for a property or investing in a property that does not meet their long-term needs or expectations. Additionally, there may be hidden issues with the property that could surface after the purchase, leading to unforeseen expenses and challenges.

On the other hand, waiting for a better opportunity in the real estate market can offer its own set of advantages. By taking the time to research the market, compare different properties, and negotiate with sellers, buyers may be able to secure a better deal or find a property that better aligns with their preferences and budget. Waiting can also allow buyers to save up more funds for a down payment or improve their credit score, leading to more favorable financing terms.

Ultimately, the decision to buy a property now or wait in the real estate market of Uzbekistan is a personal one that requires careful consideration of individual circumstances and goals. Buyers must weigh the potential risks and rewards of each option and seek guidance from real estate professionals to make an informed decision that best serves their needs and aspirations in the dynamic real estate landscape of Uzbekistan.

**Find words or phrases in the passage which mean the same as: COLUMN A
COLUMN B**

	Column A	Column B
1	Full of energetic and noisy activity; lively.	
2	A situation in which a difficult choice has to be made between two or more alternatives, especially equally undesirable ones.	
3	The desire to do something, especially something wrong or unwise.	
4	To vary irregularly in number or amount; to rise and fall or move back and forth unpredictably.	
5	To vary irregularly in number or amount; to rise and fall or move back and forth unpredictably.	

6	Expressing approval or agreement; giving an advantage or benefit.	
7	Matters or problems that are not immediately obvious or apparent.	
8	Able to be foreseen or predicted; anticipated in advance.	
9	To arrange in a straight line or correct relative positions; to bring into cooperation or agreement with a particular group, cause, or viewpoint.	
10	The act of preferring or the state of being preferred; liking one thing or person better than another or others; choice.	

Exercise 4 Writing

Grammar part of Writing section: Countable and Uncountable nouns

Countable Nouns:

Countable nouns refer to things that can be counted as individual units.

They have both singular and plural forms.

Examples: "book" (one book, two books), "apple" (one apple, two apples), "dog" (one dog, two dogs).

Uncountable Nouns:

Uncountable nouns refer to things that cannot be counted as individual units.

They typically represent substances, concepts, or qualities.

They do not have plural forms and are not used with a/an.

Examples: "water" (not "two waters"), "information" (not "three informations"), "happiness" (not "many happinesses").

Important Points:

Countable nouns can be preceded by numbers (one, two, three, etc.) or quantifiers (a few, many, several), while uncountable nouns cannot.

Correct: "I have three books." (countable)

Incorrect: "I have three informations." (uncountable)

Uncountable nouns are often used with quantifiers like "some," "a lot of," or "much."

Correct: "I have some water." (uncountable)

Incorrect: "I have much books." (countable)

Some nouns can be both countable and uncountable, depending on their meaning.

Example: "Coffee" can refer to a cup of coffee (countable) or coffee as a substance (uncountable).

Some uncountable nouns can be made countable by adding a unit of measurement or a container.

Example: "Two cups of coffee" (countable), "Three bottles of water" (countable).

Understanding countable and uncountable nouns is crucial for learners to use articles (a/an, the) correctly, quantify objects, and express ideas clearly in English.

Task 1:

Identify whether the following nouns are countable (C) or uncountable (U).

1. Water ___
2. Chair ___
3. Happiness ___
4. Information ___
5. Book ___
6. Furniture ___
7. Money ___
8. Dog ___
9. Music ___
10. Apple ___

Task 2:

Complete the sentences with the correct form of the noun (countable or uncountable).

1. Can you pass me the _____? (salt)
2. I need to buy a new _____. (computer)
3. There are many _____ in the garden. (flower)
4. She gave me some good _____. (advice)
5. How much _____ do you have in your wallet? (money)

Task 3:

Choose the correct quantifier to complete the sentence.

1. I have _____ friends in this city. (a few/a little)
2. There is _____ cheese in the fridge. (some/any)
3. Can you buy _____ apples at the store? (few/little)
4. She has _____ time to finish the project. (much/many)
5. I need to get _____ information about the event. (some/any)

Task 4:

Rewrite the following sentences, changing countable nouns to uncountable nouns or vice versa.

1. There are three chairs in the room.
2. I have some good ideas for the project.
3. Can you give me a piece of advice?
4. She bought two books at the bookstore.
5. How many cups of coffee do you drink every day?

Task 5:

Fill in the blanks with the correct form of the noun (countable or uncountable).

1. I need to buy some new _____. (furniture)
2. There is too much _____ in the recipe. (salt)
3. She gave me some good _____ about the exam. (advice)
4. How many _____ are there in the box? (apple)
5. Can you pass me the _____? (paper)

**UNIT 6 OFFICE WORKERS ‘ADMIT BEING RUDE’.
OFFERS AND REQUESTS.****Glossary part of Unit 6**

Through these given terms, you will get acquainted with the terms related to Marketing strategy.

- 1. Target Audience: - Definition:** The specific group of people that a product or service is intended to reach and appeal to.
- 2. Market Segmentation: - Definition:** Dividing a larger market into smaller groups of consumers who have similar needs and characteristics.
- 3. Brand Awareness: - Definition:** How familiar consumers are with a particular brand or company.
- 4. Product Placement: - Definition:** The strategic placing of products within media such as movies, TV shows, or social media to increase visibility and awareness.
- 5. Promotional Campaign: - Definition:** A coordinated series of marketing activities designed to promote a product, service, or brand over a specific period.

6. Customer Engagement: - Definition: The interaction between a company and its customers, often involving communication and participation in activities such as surveys or contests.

7. Market Research: - Definition: The process of gathering and analyzing information about consumers' needs and preferences, as well as the competitive landscape.

8. Unique Selling Proposition (USP): - Definition: The distinctive feature or benefit of a product or service that sets it apart from competitors in the eyes of consumers.

9. Call to Action (CTA): - Definition: A statement or instruction designed to prompt an immediate response or action from the audience, such as "Buy Now" or "Sign Up Today."

10. Brand Loyalty: - Definition: The tendency of customers to repeatedly purchase products or services from the same brand over time due to satisfaction, trust, or other factors.

Exercise 1 Speaking

Offer and Request Expressions

These expressions can be used in various situations to politely offer assistance or make requests in both formal and informal contexts.

For Offers:

Would you like...?

Example: Would you like a cup of coffee?

Can I get you...?

Example: Can I get you something to drink?

How about...?

Example: How about I help you with that task?

Let me...

Example: Let me carry that bag for you.

I could...

Example: I could help you with your homework if you'd like.

Shall I...?

Example: Shall I open the window for some fresh air?

Do you want...?

Example: Do you want me to pick up some groceries for you?

For Requests:**Could you...?**

Example: Could you pass me the salt, please?

Can you...?

Example: Can you help me with this project?

Would you mind...?

Example: Would you mind closing the door behind you?

May I...?

Example: May I borrow your pen for a moment?

Do you mind...?

Example: Do you mind turning down the music a little?

Would it be possible to...?

Example: Would it be possible to reschedule our meeting for tomorrow?

Could I ask you to...?

Example: Could I ask you to send me the report by the end of the day?

Speaking activity

In this Speaking activity, you are given situations provided a variety of contexts in which you can practice making requests and offers in everyday situations.

For example:

Situation 1: You are at a restaurant and want to ask the waiter for a different table because your current one is too close to the kitchen.

Your answer: Would it be possible to move to another table? We find the noise from the kitchen a bit distracting.

Situations for Requests:

1. You are at a restaurant and want to ask the waiter for a different table because your current one is too close to the kitchen.

2. You are studying in a library and need to borrow a pencil from the person sitting next to you.
3. You are at a friend's house and want to ask if you can use their laptop to check your email.
4. You are on a crowded bus and need to ask someone to move over so you can sit down.
5. You are at a hotel and need to request extra towels from the receptionist.
6. You are at work and need to ask a colleague to cover for you while you take a short break.
7. You are at a store and want to ask a sales assistant if they have a particular item in stock.
8. You are hosting a party and need to ask a neighbor if you can borrow some chairs for extra seating.
9. You are in a meeting and want to ask your boss for permission to leave early.
10. You are at the airport and need to ask a fellow traveler if you can borrow their phone charger.

Situations for Offers:

1. You are at a coffee shop and want to offer to buy a drink for your friend who just arrived.
2. You are moving to a new apartment and want to offer to help your neighbor carry their groceries upstairs.
3. You are at a party and want to offer to refill someone's drink.
4. You are on a long flight and want to offer your seatmate a snack from your bag.
5. You are at work and want to offer to assist a colleague who seems overwhelmed with their tasks.
6. You are at the gym and want to offer to spot someone who is lifting weights alone.
7. You are hosting a barbecue and want to offer your vegetarian friend some grilled vegetables.
8. You are at the park and want to offer to push a child on the swing while their parent takes a break.
9. You are at a conference and want to offer to share your notes with someone who missed part of the presentation.
10. You are at a concert and want to offer to take a photo for a group of friends who are struggling with a selfie.

Exercise 2 Listening

In this Listening task, you will hear ten extracts from various situations. You have to grasp the meaning of these dialogues and divide these Offer and Request question to the Polite (P) and Impolite (I)

Situation 1 ___

Situation 2 ___

Situation 3 ___

Situation 4 ___

Situation 5 ___

Situation 6 ___

Situation 7 ___

Situation 8 ___

Situation 9 ___

Situation 10 ___

Exercise 3 Reading

Office workers in Uzbekistan 'admit being rude'

A recent survey conducted among office workers in Uzbekistan has shed light on a concerning trend: many employees admit to displaying rude or discourteous behavior in the workplace. According to the survey, conducted by a leading recruitment agency, a significant portion of office workers in Uzbekistan confess to behaviors such as arriving late for meetings, ignoring important emails, and even swearing during office hours.

Of the 1,000 workers surveyed, a staggering two-thirds admitted to regularly being late for meetings, a behavior that can disrupt productivity and undermine professionalism in the workplace. Additionally, most respondents confessed to ignoring difficult or challenging emails, potentially leading to communication breakdowns and missed opportunities for collaboration.

Furthermore, the survey revealed that three out of four office workers in Uzbekistan admitted to using profanity in the workplace, a practice that can create a hostile or uncomfortable atmosphere for colleagues.

When asked about the reasons behind their rude behavior, the majority of respondents cited the pressure of work as the primary cause. In today's fast-paced and competitive work environment, employees often find themselves overwhelmed with deadlines and responsibilities, leading to lapses in etiquette and professionalism.

Managing director of the recruitment agency expressed concern over the prevalence of rude behavior in Uzbekistan's offices, emphasizing the importance of maintaining a respectful and courteous workplace environment. He highlighted the potential impact of rudeness on working relationships and overall job satisfaction, urging employees to make a conscious effort to improve their manners.

In addition to arriving on time for meetings and refraining from using inappropriate language, the recruitment agency is encouraging office workers in Uzbekistan to practice basic workplace etiquette, such as introducing colleagues during meetings and avoiding interruptions, such as answering mobile phones during discussions.

Psychologists in Uzbekistan echo the sentiment that basic politeness and courtesy are increasingly undervalued in modern society. They note a shift away from traditional manners and formalities, with some organizations now investing in

training programs to instill proper workplace etiquette among their staff, particularly junior managers.

As Uzbekistan's workforce continues to evolve and adapt to changing workplace dynamics, addressing the issue of rudeness in offices across the country is crucial for fostering a positive and productive work environment. By prioritizing respect, professionalism, and courtesy, employees can contribute to a more harmonious and successful workplace culture in Uzbekistan.

Task 1. Do the following statements agree with the information in the text?

TRUE	if the statement agrees with the information
FALSE	if the statement contradicts the information
NOT GIVEN	if there is no information on this

1. The survey conducted among office workers in Uzbekistan revealed that many employees admitted to displaying rude behavior in the workplace. ____
2. According to the survey, the majority of office workers in Uzbekistan admitted to regularly arriving late for meetings. ____
3. Ignoring important emails was not mentioned as one of the behaviors confessed by office workers in Uzbekistan. ____
4. Three out of four office workers in Uzbekistan admitted to using profanity in the workplace, creating a hostile atmosphere. ____
5. The majority of respondents cited personal reasons as the primary cause behind their rude behavior in the workplace. ____
6. The managing director of the recruitment agency expressed satisfaction with the level of workplace etiquette among office workers in Uzbekistan. ____
7. The recruitment agency is encouraging office workers in Uzbekistan to practice basic workplace etiquette, such as refraining from using inappropriate language.

8. Psychologists in Uzbekistan believe that basic politeness and courtesy are still highly valued in modern society. ____
9. Some organizations in Uzbekistan are investing in training programs to instill proper workplace etiquette among their staff. ____
10. Addressing the issue of rudeness in offices across Uzbekistan is not considered important for fostering a positive work environment. ____

Task 2. Fill in the gaps with the details of the passage.

1. A recent survey conducted among office workers in Uzbekistan has _____ light on a concerning trend: many employees admit to displaying rude or discourteous behavior in the workplace.
2. Of the 1,000 workers surveyed, a staggering two-thirds admitted to regularly being _____ for meetings.
3. The survey revealed that three out of four office workers in Uzbekistan admitted to using _____ in the workplace.
4. The majority of respondents cited the _____ of work as the primary cause behind their rude behavior.
5. The managing director of the recruitment agency emphasized the importance of maintaining a _____ and courteous workplace environment.
6. The recruitment agency is encouraging office workers in Uzbekistan to practice basic workplace etiquette, such as refraining from using inappropriate _____.
7. Psychologists in Uzbekistan believe that basic politeness and _____ are increasingly undervalued in modern society.
8. Some organizations in Uzbekistan are investing in training programs to instill proper workplace _____ among their staff.
9. Addressing the issue of rudeness in offices across Uzbekistan is crucial for fostering a positive and productive _____ environment.
10. By prioritizing respect, professionalism, and courtesy, employees can contribute to a more harmonious and successful workplace _____ in Uzbekistan.

Exercise 4 Writing

The "What If" Challenge: Writing Activity Involving Offer and Request Questions

Scenario 1: You are at a new school and need help finding your next class.

Prompt: Write a dialogue where you ask a fellow student for directions and they offer additional assistance.

Example dialogue:

A: "Excuse me, could you please tell me where Room 202 is?"

B: "Sure, it's down this hall to the right. Would you like me to walk you there?"

Scenario 2: You are planning a surprise anniversary dinner but need help with the preparations.

Prompt: Write a dialogue between you and a friend where you request their help and they offer to take on additional tasks.

Example Dialogue:

A: "Hey, can you help me set up for the anniversary dinner?"

B: "Absolutely! I can also handle the decorations and music if you'd like."

Scenario 3: You are traveling and realize you forgot your charger.

Prompt: Write a dialogue where you ask a hotel staff member for help and they offer a solution.

Example Dialogue:

You: "Hi, I forgot my phone charger. Could you please tell me if there's a place nearby where I can buy one?"

Hotel Staff: "Let me check. We have a few spare chargers at the front desk. Would you like to borrow one for your stay?"

Scenario 4: You're cooking dinner for guests but run out of an ingredient.

Prompt: Write a dialogue where you ask a neighbor for the missing ingredient and they offer to help with the cooking.

Example Dialogue:

You: "Hi, could you please lend me a cup of sugar? I'm in the middle of cooking dinner."

Neighbor: "Of course! Would you like some help with the cooking as well?"

Scenario 5: You're at a park and see someone struggling to carry groceries.

Prompt: Write a dialogue where you offer help and the person requests additional assistance.

Example Dialogue:

You: "Do you need help carrying those groceries?"

Stranger: "Yes, please. Could you also help me get them to my car?"

UNIT 7 BEING POLITE. DILEMMA - A WORKPLACE BULLY

Glossary part of Unit 7

Through these given terms, you will get acquainted with the terms related to B2B (Business to Business).

B2B (Business to Business):

Definition: Business transactions between companies, rather than between a company and individual consumers.

Example: A company that sells office supplies to other businesses operates in the B2B market.

Supplier:

Definition: A company that provides goods or services to other businesses.

Example: The supplier delivers raw materials to the factory every week.

Client:

Definition: A business that purchases goods or services from another business.

Example: Our software company has several large clients in the healthcare industry.

Wholesale:

Definition: Selling goods in large quantities at lower prices, usually to retailers who then sell them to consumers.

Example: The wholesale distributor sold the products to retail stores across the country.

Procurement:

Definition: The process of finding, acquiring, and buying goods and services from external sources.

Example: The procurement department is responsible for buying office supplies for the company.

Supply Chain:

Definition: The entire network of companies involved in creating, distributing, and selling a product.

Example: Managing the supply chain efficiently can reduce costs and improve customer satisfaction.

Distributor:

Definition: A company that buys products from manufacturers and sells them to other businesses.

Example: The distributor ensures that products reach the retailers on time.

Invoice:

Definition: A document that lists the goods or services provided and the amount of money owed.

Example: The supplier sent an invoice for the latest shipment of goods.

Bulk Purchase:

Definition: Buying large quantities of goods at once, often at a discounted price.

Example: Businesses often make bulk purchases to save money.

Outsource:

Definition: Hiring an external company to handle certain business activities or services.

Example: Many companies outsource their customer service to save on costs.

Partnership:

Definition: A relationship between two or more businesses working together to achieve common goals.

Example: The two tech companies formed a partnership to develop new software.

Lead Time:

Definition: The amount of time between placing an order and receiving the goods.

Example: The lead time for new equipment is about six weeks.

Logistics:

Definition: The management of the movement of goods and services from one place to another.

Example: Efficient logistics ensure that products are delivered to clients on time.

Negotiation:

Definition: The process of discussing and reaching an agreement between two or more parties.

Example: Successful negotiation with suppliers can result in better prices and terms.

Market Segment:

Definition: A specific group of businesses targeted by a company's products or services.

Example: Our market segment includes small to medium-sized enterprises in the IT sector.

Trade Show:

Definition: An event where companies in a specific industry showcase and demonstrate their products or services.

Example: We met many potential clients at the annual trade show.

Business Model:

Definition: A plan or strategy that a company uses to operate and make money.

Example: Our business model focuses on providing customized solutions to corporate clients.

Networking:

Definition: Building and maintaining professional relationships to help grow a business.

Example: Attending conferences is a great way to do networking with other professionals.

Value Proposition:

Definition: The unique benefit that a company offers to its clients, making its product or service attractive.

Example: Our value proposition is that we offer the fastest delivery in the industry.

Customer Relationship Management (CRM):

Definition: The practices, strategies, and technologies used by companies to manage and analyze customer interactions and data.

Example: Using CRM software helps businesses maintain strong relationships with their clients.

Exercise 2 Speaking

Being Polite in English: A Skill for Everyone

Politeness in England:

Many people think the British are very polite. They might say things like:

"Could I possibly ask you to be so kind as to pass me the salt?"

This is a bit too much, but if you meet new friends, travel, or work or study in an English-speaking country, it is important to be polite in English.

Politeness in Other Countries:

In many countries, people are more direct. For example, in a bar, someone might say:

Give me a beer!

In England, we would probably say:

Can I have a beer?

Being less direct is an important skill, even for native English speakers.

Being Polite by Using Questions:

One way to be polite is to use questions instead of commands. Use words like:

- Can
- Could
- Would

Examples:

1. Using a Friend's Pen:

- Direct: Give me your pen.

- Polite: Can I have your pen? or Could I borrow your pen? or excuse me, can I use your pen?

2. Closing a Window in the Office:

- Direct: Close the window.
- Polite: Could you close the window? or "Would you mind closing the window? or Can you do me a favor and close the window?"

3. Ordering in a Restaurant:

- Can I have the club sandwich, please?

These are not really questions but a way to be more polite. We use "excuse me" and "please" a lot to be polite in English.

Using 'Just' to Be Polite:

The word "just" makes requests softer.

- Direct: Turn down the TV.
- Polite: Can you just turn the TV down a little?

In a meeting, if you want to interrupt someone:

- Direct: I want to say something.
- Polite: Can I just say something?

Using 'Would' to Be More Polite:

In meetings, you might not want to agree or disagree directly. Use "would" to make your statements softer.

- Direct: I think it's a good idea.
- Polite: I would say that could be a good idea or I would think that could be a good idea.

Using 'At All' to Be Polite:

To soften your questions:

- Direct: I need to speak to Tom, do you have his phone number?
- Polite: I need to speak to Tom, do you have his phone number at all?

When borrowing money from a friend:

- Direct: Could you lend me 10 dollars?
- Polite: Could you lend me 10 dollars at all?

Using Past Tenses to Be Polite:

British people often use past tenses to make questions less direct and softer.

- Direct: Do you want to come to my party?
- Polite: I was wondering if you wanted to come to my party. or I wanted to invite you to my party.

This is common when you don't know the person well or think they might be reluctant to do what you are asking.

Practice Being Polite

Try using these tips and see how it changes your conversations. Being polite can help you build better relationships and get what you want more easily.

Speaking activity

Converting Direct Questions to Polite Requests

Convert the following direct questions into polite requests.

Example: Give me your pen. - Could I please borrow your pen?

Close the window.

Turn down the TV.

Lend me 10 dollars.

Tell me the time.

Pass the salt.

Open the door.

Move your car.

Finish your work now.

Send me the report.

Exercise 2 Listening

Listen to the dialogue and answer the questions based on the details in the conversation.

Fill in the blanks with the appropriate words from the dialogue.

1. Amy: Hi there, I heard you work in B2B sales. Have you ever considered _____ your business to Uzbekistan?
2. Matthew: Uzbekistan? That's an interesting idea. I haven't thought about it. What can you tell me about the _____ there?
3. Amy: Well, Uzbekistan has been experiencing steady _____ growth in recent years, and there are plenty of opportunities for businesses looking to _____ into the country.
4. Matthew: That sounds promising. What are some of the key _____ in Uzbekistan that I should be aware of?
5. Amy: The country has a strong focus on agriculture, _____, and textiles.

6. Amy: There are also opportunities in the energy sector, as Uzbekistan has significant natural _____ reserves.
7. Amy: Additionally, the government is investing in _____ projects, so there could be potential in construction and transportation as well.
8. Matthew: That all sounds very promising. Do you have any tips on how to _____ the market in Uzbekistan?
9. Amy: It's important to do your research and understand the business _____ in Uzbekistan.
10. Amy: Building relationships and _____ with local partners is key.

Exercise 2 Reading

Dilemma - A Workplace Bully

In the modern workplace, where collaboration and camaraderie are valued, the presence of workplace bullying poses a significant dilemma for employees and organizations alike. This insidious behavior, characterized by repeated mistreatment and abuse, can have profound effects on individuals' well-being and organizational culture. In this article, we will explore the complexities of navigating workplace bullying and the challenges it presents.

The first step in addressing workplace bullying is recognizing its existence. Far too often, bullying behavior goes unnoticed or is dismissed as harmless banter. However, the reality is that workplace bullying can take many forms, from overt acts of aggression to subtle forms of manipulation and exclusion. Victims of bullying may experience a range of negative emotions, including fear, anxiety, and shame, which can impact their performance and overall job satisfaction.

For bystanders and witnesses of workplace bullying, the dilemma lies in deciding whether or not to intervene. Many individuals may feel torn between speaking out against the bully and risking their own safety and job security, or remaining silent and allowing the bullying to continue unchecked. In some cases, bystanders may fear retaliation from the bully or worry about being ostracized by their colleagues if they speak up.

Organizations also face a dilemma when it comes to addressing workplace bullying. While many companies have anti-bullying policies in place, enforcing these policies can be challenging, particularly if the bully holds a position of power or influence within the organization. Additionally, organizations may struggle to create a culture of accountability and transparency that encourages employees to report instances of bullying without fear of reprisal.

Ultimately, addressing workplace bullying requires a concerted effort from all stakeholders involved. Employees must be empowered to speak out against bullying behavior and support their colleagues who are being mistreated. Organizations, in turn, must take proactive steps to create a safe and respectful work environment, where bullying is not tolerated and perpetrators are held accountable for their actions.

In conclusion, workplace bullying presents a complex and multifaceted dilemma that requires careful consideration and decisive action. By raising awareness of the issue, fostering a culture of empathy and respect, and implementing effective prevention and intervention strategies, we can work towards creating healthier and more inclusive workplaces where everyone feels valued and supported.

Find the appropriate words for the definitions from the passage.

	Column A	Column B
1	Working together with others to achieve a common goal or task.	
2	A feeling of friendship, trust, and mutual support among colleagues or teammates.	
3	The state of being present or existing in a particular place or situation.	
4	Something harmful or destructive that develops gradually and subtly over time, often unnoticed.	
5	To ignore or reject something as unimportant or unworthy of consideration.	
6	Playful and light-hearted conversation or exchange of remarks between people.	
7	Not obvious or easily noticed; delicate or understated in manner or appearance.	
8	The act of deliberately leaving someone out or preventing them from participating in an activity or group.	
9	People who are present at a situation but are not directly involved or participating.	
10	To come between or step in to prevent or alter a situation or course of events.	
11	To be uncertain or conflicted between two options or courses of action.	
12	The act of seeking revenge or responding to an attack or injury with a similar action.	
13	Being deliberately excluded or ignored by a group, often as a form of punishment or social rejection.	
14	An act of retaliation or revenge in response to an injury or offense.	
15	A person who commits a harmful or unlawful act, especially a crime.	
16	Being responsible or answerable for one's actions or decisions.	

Exercise 4 Writing

Fill in the gaps using the words in Column B in Reading section.

1. Teamwork relies on effective _____ between colleagues to achieve common goals.
2. The sense of _____ among coworkers creates a positive work environment.
3. Despite his physical _____ at the meeting, Jack seemed mentally absent.
4. Gossip can have _____ effects on workplace relationships and morale.
5. The manager chose to _____ Sarah's concerns about workplace safety.
6. Friendly _____ between coworkers helps to lighten the mood in the office.
7. Jane dropped _____ hints about her upcoming promotion during the meeting.
8. The _____ of certain employees from team events led to feelings of resentment.
9. Several _____ witnessed the accident but did not offer to help.
10. HR decided to _____ when reports of harassment surfaced in the workplace.
11. Sarah felt _____ between accepting the promotion and staying in her current role.
12. Mark feared _____ from his supervisor after reporting workplace harassment.
13. Tom faced _____ by his coworkers after the argument.
14. The company faced legal _____ after failing to address workplace safety concerns.
15. The _____ of the theft was identified through security camera footage.
16. Employees are expected to be _____ for their actions and decisions in the workplace.

UNIT 8 FASHION'S FAVORITE. COMPARATIVES AND SUPERLATIVES

Glossary part of Unit 8

Through these given terms, you will get acquainted with the terms related to Fashion.

1. Fashion:

- **Definition:** Popular styles or trends in clothing, accessories, and appearance.
- **Example:** Many people follow fashion trends by wearing clothes that are currently popular.

2. Style:

- **Definition:** A distinctive manner of dressing or expressing oneself.
- **Example:** Her style is casual and laid-back, often seen wearing jeans and t-shirts.

3. Trend:

- **Definition:** A general direction in which something is developing or changing.
- **Example:** Bright colors and bold patterns are trending this season.

4. Designer:

- **Definition:** A person who creates original clothing or accessories.
- **Example:** This dress was designed by a famous fashion designer.

5. Couture:

- **Definition:** High-fashion clothing designed and made to order for a specific customer.
- **Example:** She wore a couture gown to the red carpet event.

6. Accessory:

- **Definition:** A supplementary item added to an outfit, such as jewelry, handbags, or scarves.
- **Example:** Sunglasses are a popular accessory for the summer months.

7. Fabric:

- **Definition:** Material made from yarn or thread used to create clothing.
- **Example:** This shirt is made from soft cotton fabric.

8. Fit:

- **Definition:** How well clothing conforms to the body's shape and proportions.
- **Example:** The dress fits perfectly; it's neither too tight nor too loose.

9. Size:

- **Definition:** A designation indicating the measurement or dimensions of clothing.
- **Example:** She wears a size medium in tops and a size 8 in shoes.

10. Outfit:

- **Definition:** A coordinated set of clothing items worn together.
- **Example:** She put together a stylish outfit consisting of a blouse, skirt, and heels.

11. Fashionable:

- **Definition:** Characterized by current trends or styles.
- **Example:** She always looks fashionable in her trendy clothes and accessories.

12. Casual:

- **Definition:** Relaxed and informal in style or appearance.
- **Example:** Fridays at the office are casual dress days; jeans and sneakers are allowed.

13. Formal:

- **Definition:** Dressing according to a prescribed or traditional standard, often for special occasions.

- **Example:** The wedding invitation specified formal attire, so she wore a long gown.

14. Trendy:

- **Definition:** Very fashionable or up-to-date in style.

- **Example:** That boutique sells trendy clothing that appeals to young adults.

15. Wardrobe

- **Definition:** A collection of clothing and accessories owned by an individual.

- **Example:** She organized her wardrobe by color to make it easier to find outfits.

Exercise 1 Speaking

In this activity, you need to answer questions about clothes and fashion based on the audio track you listened to. You will be given few minutes to read the question and think about your answers before you begin.

1. What kind of clothes do you like?
2. Describe your favorite item of clothing?
3. What item of clothing would you never to wear?
4. What do you normally wear to work or class?
5. What color do you like to wear?

Exercise 2 Listening

In this listening task, you will hear about the historical fashion of the Ottoman Empire.

Fill in the gaps with the appropriate words based on the details provided in the listening.

1. The Ottoman Empire, which spanned from the late _____ century to the early _____ century, had a rich and diverse history of fashion.
2. One of the most iconic pieces of clothing in Ottoman fashion was the _____, a long, flowing robe worn by both men and women.
3. The kaftan was often made of luxurious fabrics such as _____ and _____, and was intricately embroidered with gold and silver thread.
4. Another important aspect of Ottoman fashion was the use of _____ and _____.
5. Turbans were worn by men of all social classes, and were often made of _____ colored fabrics and adorned with feathers or _____.

6. Headscarves were worn by women as a sign of _____, and were often made of silk or cotton and decorated with intricate _____.
7. Jewelry played a significant role in Ottoman fashion, with both men and women wearing elaborate pieces such as _____, bracelets, and necklaces.
8. These pieces of jewelry were often made of _____, silver, and precious stones, and were worn as a symbol of wealth and _____.
9. Ottoman fashion reflected the empire's diverse cultural influences, blending elements of _____, _____, and Arab styles.
10. The clothing and accessories worn by the people of the Ottoman Empire served as a way to express their social _____ and cultural _____.

Exercise 3 Reading

FASHION'S FAVORITE

The Luxurious Fashion House: Chanel

Chanel, founded by the legendary Coco Chanel in 1910, stands as one of the most iconic and luxurious fashion houses in the world. With its roots in Paris, Chanel has revolutionized the fashion industry by introducing timeless elegance, innovation, and sophistication into every piece it creates.

The Beginning

Gabrielle "Coco" Chanel started her fashion journey by opening a millinery shop in Paris. Her designs, characterized by simplicity and comfort, quickly caught the attention of the fashionable elite. Coco's vision was to liberate women from the constraints of corsets and voluminous skirts, opting instead for chic, practical clothing that emphasized freedom and grace.

Iconic Designs

Chanel's most enduring contribution to fashion is the "little black dress," introduced in 1926. This simple yet elegant garment became a wardrobe staple for women around the world, embodying Coco's philosophy that "simplicity is the keynote of all true elegance." Another iconic piece is the Chanel suit, featuring a collarless jacket and fitted skirt, which became a symbol of refined femininity.

The Chanel No. 5 Perfume

In 1921, Chanel launched its first perfume, Chanel No. 5, which has since become one of the best-selling and most recognizable fragrances globally. The perfume's distinctive scent and minimalist bottle design encapsulate the brand's essence of timeless elegance and sophistication.

The Quilted Handbag

Chanel's 2.55 quilted handbag, introduced in February 1955, remains one of the most sought-after accessories in fashion. The bag's unique design, featuring a chain strap and quilted leather, offers both style and functionality. It epitomizes the blend of practicality and luxury that Chanel is known for.

Haute Couture and Ready-to-Wear

Chanel's haute couture collections continue to set the standard for luxury fashion. Each piece is meticulously crafted by skilled artisans, ensuring the highest quality and attention to detail. The brand's ready-to-wear lines also maintain this commitment to excellence, making high fashion accessible to a broader audience while preserving the house's signature elegance.

The Legacy Continues

After Coco Chanel's death in 1971, Karl Lagerfeld took over as the creative director, infusing the brand with a modern edge while staying true to its classic roots. Lagerfeld's tenure saw the introduction of contemporary designs that appealed to new generations, solidifying Chanel's status as a leading fashion house. Today, under the creative direction of Virginie Viard, Chanel continues to evolve, blending tradition with innovation.

Timeless Elegance

Chanel's influence extends beyond fashion into culture and society. The brand is synonymous with luxury, sophistication, and timeless elegance. Its designs continue to inspire and set trends, making Chanel a perennial favorite among fashion enthusiasts and celebrities alike.

In conclusion, Chanel's legacy as a luxurious fashion house is built on a foundation of innovation, quality, and a keen understanding of what women want in their wardrobes. From the little black dress to the iconic quilted handbag, Chanel's creations remain timeless symbols of elegance and sophistication. The house's ongoing commitment to excellence ensures that it will continue to be a cornerstone of luxury fashion for generations to come.

Task 1. Do the following statements agree with the information in the text?

TRUE	if the statement agrees with the information
FALSE	if the statement contradicts the information
NOT GIVEN	if there is no information on this

1. Coco Chanel founded the fashion house Chanel in 1910. _____
2. Chanel is known for introducing simplicity and comfort into its designs. _____
3. The little black dress was introduced by Chanel in 1921. _____
4. Chanel No. 5 perfume is one of the least recognizable fragrances globally. _____
5. The Chanel 2.55 quilted handbag was introduced in 1955. _____
6. Chanel's haute couture collections prioritize accessibility over quality and attention to detail. _____
7. Karl Lagerfeld succeeded Coco Chanel as the creative director of Chanel. _____
8. Virginie Viard is the current creative director of Chanel. _____
9. Chanel's influence is limited only to the fashion industry. _____
10. Chanel's legacy is built on innovation, quality, and a keen understanding of men's fashion preferences. _____

Complete the sentences below.

Write **NO MORE THAN TWO WORDS** from the passage for each answer.

1. Gabrielle "Coco" Chanel started her fashion journey by opening a _____ shop in Paris.
2. Chanel's most enduring contribution to fashion is the little _____ introduced in 1926.
3. Chanel launched its first perfume, Chanel No. 5, in _____.
4. Chanel's 2.55 quilted handbag was introduced in _____.
5. Chanel's haute couture collections continue to set the standard for _____ fashion.
6. After Coco Chanel's death in 1971, _____ took over as the creative director.
7. Chanel's influence extends beyond fashion into _____ and society.
8. Chanel's legacy is built on a foundation of _____, quality, and a keen understanding of what women want.
9. Chanel's creations remain timeless symbols of _____ and sophistication.
10. The house's ongoing commitment to excellence ensures that it will continue to be a _____ of luxury fashion.

Exercise 4 Writing

Comparatives and superlatives

Comparatives and superlatives are forms of adjectives and adverbs used to compare two or more things in English grammar. They allow us to express the degree of difference between entities. Here's an overview:

Comparatives:

Comparatives are used to compare two things, expressing a higher or lower degree of a quality. They are formed by adding "-er" to short adjectives or using "more" with longer adjectives and adverbs.

Examples:

1. Short adjective: fast → comparative: faster
2. Long adjective: interesting → comparative: more interesting
3. Short adverb: quickly → comparative: more quickly
4. Long adverb: carefully → comparative: more carefully

Superlatives:

Superlatives are used to compare three or more things, expressing the highest or lowest degree of a quality. They are formed by adding "-est" to short adjectives or using "most" with longer adjectives and adverbs.

Examples:

1. Short adjective: fast → superlative: fastest
2. Long adjective: interesting → superlative: most interesting
3. Short adverb: quickly → superlative: most quickly
4. Long adverb: carefully → superlative: most carefully

Irregular Forms:

Some adjectives and adverbs have irregular comparative and superlative forms, such as good → better → best and bad → worse → worst.

Examples:

1. Good → comparative: better → superlative: best
2. Bad → comparative: worse → superlative: worst

Comparative Structures:

Comparatives are often used with "than" to show the comparison between two entities.

Examples:

1. My car is faster than yours.
2. She is more intelligent than her sister.

Superlative Structures:

Superlatives are often used with "the" to indicate that something has the highest or lowest degree of a quality.

Examples:

1. This is the tallest building in the city.

2. He is the most talented musician in the band.

Writing activity

Choose the correct form of the adjective to complete each sentence.

1. This book is _____ (interesting) than the one I read last week.
2. It was the _____ (exciting) movie I've ever seen.
3. Sarah is _____ (talented) artist in our class.
4. This is _____ (difficult) exam I've ever taken.
5. She speaks English _____ (fluently) than anyone else in our group.

Choose the correct option (comparative or superlative) to complete each sentence.

6. Paris is _____ (beautiful) city in Europe.
a) more beautiful
b) the most beautiful
7. John is _____ (tall) than his brother.
a) taller
b) the tallest
8. This is _____ (difficult) test we've ever had.
a) more difficult
b) the most difficult
9. The weather today is _____ (bad) than yesterday.
a) worse
b) the worst
10. Sarah sings _____ (well) than anyone else in the choir.
a) better
b) the best

Rewrite the sentences using the comparative or superlative form of the adjectives provided.

11. She is smart. (comparative: intelligent)

12. That was an easy question. (superlative: simple)

13. He runs fast. (comparative: quick)

14. This is a big house. (superlative: large)

15. The movie was boring. (comparative: dull)

UNIT 9 PROMOTING THE IMAGE. DESCRIBING PRODUCTS

Glossary part of Unit 9

Through these given terms, you will get acquainted with the terms related to Promotion and Branding.

1. Brand Identity: The visual and verbal elements that represent a brand, including the logo, colors, typography, and messaging.

Example: Coca-Cola's brand identity includes its iconic red and white logo, unique bottle shape, and "Open Happiness" slogan.

2. Brand Equity: The value and perception of a brand in the eyes of consumers. Strong brand equity can lead to increased customer loyalty, higher sales, and premium pricing.

Example: Apple has high brand equity due to its innovative products, sleek design, and loyal customer base.

3. Brand Positioning: The way a brand is perceived in relation to its competitors in the market. It involves creating a unique and favorable image for the brand.

Example: Volvo positions itself as a safe and reliable car brand, differentiating itself from competitors who focus on luxury or performance.

4. Promotional Mix: The combination of promotional tools used by a company to communicate with its target audience, including advertising, sales promotions, public relations, and personal selling.

Example: A company might use a mix of TV commercials, social media campaigns, and in-store promotions to reach different customer segments.

5. Integrated Marketing Communications (IMC): The coordination of all marketing communication tools to deliver a consistent and unified message to consumers. **Example:** Nike's "Just Do It" campaign is a successful example of IMC, with consistent messaging across advertising, sponsorships, and social media.

6. Brand Extension: The strategy of using an existing brand name to introduce new products or services in a different category.

Example: Dove, known for its beauty and skincare products, extended its brand into the haircare category with products like shampoo and conditioner.

7. Guerrilla Marketing: A creative and unconventional marketing strategy that relies on low-cost tactics to promote a brand or product in unexpected ways.

Example: Red Bull's "Stratos" campaign, where a skydiver jumped from the edge of space, generated buzz and brand awareness through a unique and daring stunt.

8. Sponsorship: A form of promotion where a company pays to support an event, organization, or individual in exchange for visibility and brand exposure.

Example: Nike's sponsorship of top athletes like Serena Williams and Cristiano Ronaldo helps to associate the brand with success, athleticism, and performance.

Exercise 1 Speaking

Describing your job

Describing your job involves using specific expressions and terminology to convey your role, responsibilities, skills, and achievements. Here are some expressions commonly used for describing your job:

Expressions for describing your responsibilities:

"My main responsibilities include..."

Example: My main responsibilities include managing our social media accounts, creating marketing materials, and analyzing market trends.

"I'm responsible for..."

Example: I'm responsible for overseeing the development of our advertising campaigns and ensuring they align with our brand strategy.

"I oversee/manage..."

Example: I oversee our digital marketing efforts, managing a team of specialists to execute campaigns across various online channels.

"I handle..."

Example: I handle customer inquiries and complaints, ensuring they are resolved in a timely and satisfactory manner.

"I'm in charge of..."

Example: I'm in charge of the event planning and coordination for our annual conference, from venue selection to guest speaker arrangements.

Now, using these expressions, talk about your job.

Choose one of the following:

Your job A job you once had Your future job

Make notes of your role and responsibilities below. Then use your notes to talk about your job.

Company name: _____

Department: _____

Job title: _____

Main responsibilities: _____

Exercise 2 Listening

In this listening task, you will hear about GM Uzbekistan's strategy for promoting its image.

Fill in the gaps with the appropriate words based on the details provided in the listening.

1. GM Uzbekistan runs _____ campaigns across various media channels.
2. These campaigns highlight the features, benefits, and reliability of GM Uzbekistan _____.
3. The company engages in _____ and partnerships with events, organizations, and sports teams.
4. GM Uzbekistan maintains active profiles on popular _____ platforms.
5. Through social media channels, the company shares updates about its latest _____.
6. GM Uzbekistan invests in _____ efforts to maintain a positive public image.
7. This involves issuing _____, organizing media events, and responding promptly to inquiries.
8. The company prioritizes delivering exceptional _____ at every touchpoint.
9. This includes providing personalized service at _____ and offering warranties.
10. GM Uzbekistan engages in _____ initiatives that contribute to the betterment of society.

Exercise 3 Reading

Shaping the Future: Apple's Journey of Image Promotion and Innovation

Apple Inc., one of the world's most renowned technology companies, has a rich history that dates back to April 1, 1976, when it was founded by Steve Jobs, Steve Wozniak, and Ronald Wayne in Cupertino, California, USA. The company's origins

can be traced to the garage of Steve Jobs' childhood home, where the initial prototypes of the Apple I computer were developed.

The launch of Apple was marked by the introduction of the Apple I computer, a single-board computer kit that was designed and hand-built by Steve Wozniak. Although it had limited success, selling around 200 units, it laid the foundation for Apple's future endeavors.

In 1977, Apple released the Apple II, which was the company's first mass-produced personal computer. Unlike its predecessor, the Apple II came with a built-in keyboard and color graphics, making it more user-friendly and appealing to a wider audience. The success of the Apple II propelled Apple into the forefront of the burgeoning personal computer industry.

Throughout the 1980s, Apple continued to innovate with the launch of products such as the Macintosh computer, which introduced the graphical user interface (GUI) and the mouse to the mass market. Despite facing stiff competition from IBM and Microsoft, Apple's focus on user-friendly design and cutting-edge technology helped it carve out a niche in the market.

In 2001, Apple revolutionized the music industry with the launch of the iPod, a portable digital music player that could store thousands of songs. The iPod quickly became a cultural phenomenon and solidified Apple's reputation as a leader in consumer electronics.

Following the success of the iPod, Apple expanded its product lineup with the introduction of the iPhone in 2007 and the iPad in 2010. These devices further cemented Apple's position as a global technology powerhouse and transformed the way people communicate, work, and consume media.

Today, Apple continues to innovate across various product categories, including smartphones, tablets, computers, wearables, and services. With a focus on design, performance, and ecosystem integration, Apple remains at the forefront of technology and continues to shape the future of the industry.

Fill in the gaps using the details in the passage.

1. Apple Inc., one of the world's most renowned _____ companies, has a rich history that dates back to April 1, 1976.
2. The launch of Apple was marked by the introduction of the Apple I computer, a single-board computer kit that was designed and hand-built by _____.
3. In 1977, Apple released the Apple II, which was the company's first mass-produced personal _____.
4. Throughout the 1980s, Apple continued to innovate with the launch of products such as the Macintosh computer, which introduced the graphical user interface (GUI) and the _____ to the mass market.

5. In 2001, Apple revolutionized the _____ industry with the launch of the iPod.
6. Following the success of the iPod, Apple expanded its product lineup with the introduction of the _____ in 2007.
7. Today, Apple continues to innovate across various product categories, including smartphones, tablets, computers, _____, and services.
8. With a focus on design, performance, and ecosystem integration, Apple remains at the forefront of _____ and continues to shape the future of the industry.
9. The company's origins can be traced to the _____ of Steve Jobs' childhood home.
10. The success of the Apple II propelled Apple into the forefront of the burgeoning personal computer _____.

Exercise 4 Writing

How to Describe Products: Rules and Regulations

Objective:

Learn how to describe products clearly and correctly. This guide will help you make your product descriptions easy to understand and attractive to customers.

1. Be Clear and Simple

- **Simple Language:** Use words that are easy to understand.
- **Short Sentences:** Keep sentences short and to the point.

Example:

Original: This vacuum cleaner has an advanced filtration system.

Revised: This vacuum cleaner has a strong filter.

2. Focus on Features and Benefits

- **Features:** Explain what the product has.
- **Benefits:** Explain how it helps the customer.

Example:

Feature: The jacket is waterproof.

Benefit: You will stay dry in the rain.

3. Use Sensory Details

- **Sight:** Describe colors and shapes.
- **Touch:** Describe how it feels.

Example:

The scarf is soft and bright red.

4. Be Honest and Accurate

- **Truthful Claims:** Make sure what you say about the product is true.
- **No Overpromising:** Don't make promises you can't keep.

Example:

Overpromise: This cream will make you look 20 years younger.

Truthful: This cream helps reduce wrinkles over time.

5. Follow Legal Rules

- **Labels:** Follow rules for product labels.
- **Health Claims:** Don't make false health claims.
- **Safety Info:** Include safety warnings if needed.

Example:

This supplement is not a medicine. Talk to your doctor before using it.

6. Include Technical Details

- **Specs:** Give details like size, weight, and materials.
- **Instructions:** Explain how to use the product.

Example:

Size: 10 x 8 x 6 inches. **Weight:** 1.5 lbs. Made of stainless steel. Dishwasher safe.

7. Highlight Special Features

- **Unique Points:** Explain what makes your product special.
- **Value:** Explain why customers should buy your product.

Example:

Our phone has a screen that goes from edge to edge.

8. Use Positive Language

- **Positive Tone:** Use happy and exciting words.
- **Action Words:** Use words that encourage buying.

Example:

Transform your home with this stylish furniture set.

9. Answer Common Questions

- **Concerns:** Answer questions customers might have.
- **Reassurance:** Make customers feel confident about the product.

Example:

Question: Is this vacuum noisy?

Answer: It has noise-reduction technology.

10. Include Reviews and Testimonials

- **Social Proof:** Show positive reviews from other customers.
- **Real Experiences:** Share real stories from customers.

Example:

This is the best vacuum I have used. It's powerful and quiet. – Jane D.

Conclusion

When describing products, be clear and simple. Focus on key features and benefits. Use sensory details to make descriptions vivid. Always be honest and follow legal rules. Highlight what makes your product special, use positive language, answer common questions, and include customer reviews.

By following these rules, you can create product descriptions that are easy to understand and attractive to customers.

Writing activity**Focusing on Features and Benefits**

Instructions: Match the features with their corresponding benefits.

Features:

1. The laptop has a long battery life.
2. The shoes are waterproof.
3. The blender has multiple speed settings.

Benefits:

- a. You can use them in the rain without getting your feet wet.
- b. You can blend different types of food easily.
- c. You can work for hours without charging.

Identifying Clear and Simple Language

Instructions: Rewrite the following sentences to make them clearer and simpler.

4. This refrigerator has a highly advanced cooling mechanism.
5. The smartphone boasts an impressive array of functionalities.
6. The jacket is constructed from high-grade materials ensuring superior warmth.

Fill in the blanks with appropriate sensory details (*sight, touch, sound*).

7. The blanket is _____ and _____.
8. The phone's screen is _____ and _____.
9. The bag is _____ and _____.

Rewrite the following sentences using positive language.

10. This couch isn't uncomfortable.
11. The battery life of this laptop isn't short.
12. The color of the dress isn't dull.

UNIT 10 HONEST AND DIPLOMATIC. DILEMMA – VOLKSWAGEN BUGS

Glossary part of Unit 10

Through these given terms, you will get acquainted with the terms related to Business Ethics, Corporate Governance, and Public Relations

Ethics: Moral principles that guide how a person or organization behaves.

Example: Good ethics in business mean being honest and fair to customers.

Transparency: Being open and clear about actions and decisions.

Example: Transparency is important in business so customers know they can trust the company.

Integrity: The quality of being honest and having strong moral principles.

Example: A person with integrity always tells the truth and does the right thing.

Stakeholder: A person or group that has an interest in a company and can affect or be affected by it.

Example: Employees, customers, and investors are all stakeholders in a company.

Compliance: Following rules, laws, and regulations.

Example: Companies must ensure compliance with safety standards to protect their workers.

Emissions: Substances, usually gases, released into the air.

Example: Car emissions contribute to air pollution.

Scandal: An event that causes public shock and disapproval.

Example: The company was involved in a financial scandal that damaged its reputation.

Regulatory: Relating to the rules or laws that control an activity or organization.

Example: There are regulatory agencies that ensure companies follow environmental laws.

Fraud: The crime of getting money or benefits by lying or cheating.

Example: The accountant was arrested for fraud after stealing money from the company.

Press release: An official statement given to newspapers and other media to publish.

Example: The company issued a press release to announce the new product.

Public relations: Managing the spread of information between an organization and the public.

Example: Good public relations can improve a company's image and attract customers.

Stakeholder communication: Sharing information with all people or groups that have an interest in the company.

Example: Regular stakeholder communication helps keep investors and employees informed.

Media response: How a company replies to news stories or public inquiries.

Example: The company's media response to the crisis was quick and effective.

Accountability: Being responsible for and able to explain your actions.

Example: The manager showed accountability by admitting the mistake and fixing it.

Responsibility: Having a duty to take care of something or control over something.

Example: It's the teacher's responsibility to ensure the students learn.

Ethical dilemma: A situation where you have to choose between two morally correct options that may conflict.

Example: She faced an ethical dilemma when deciding whether to report her friend's mistake.

Corporate governance: The way a company is managed at the highest level.

Example: Good corporate governance ensures that a company is run properly and ethically.

Brand image: The way the public views a company or product.

Example: The new advertising campaign improved the brand image.

Customer loyalty: When customers repeatedly buy from the same company because they like its products or services.

Example: Customer loyalty is important for the long-term success of a business.

Reputation management: Efforts to influence what people think about a company or person.

Example: The company focused on reputation management after the negative news story.

Trust rebuilding: Actions taken to regain the trust of customers or the public after a problem.

Example: The company worked hard on trust rebuilding after the product recall.

Litigation: The process of taking legal action.

Example: The company faced litigation over the faulty product.

Fine: Money that must be paid as a punishment for breaking a rule or law.

Example: The company had to pay a large fine for polluting the river.

Settlement: An agreement reached between two sides in a legal case.

Example: The company reached a settlement with the affected customers out of court.

Market share: The portion of a market controlled by a particular company or product.

Example: The new phone helped the company increase its market share.

Financial impact: The effect of an event or action on the financial health of a company.

Example: The financial impact of the scandal was severe, leading to a drop in sales.

Exercise 1 Speaking

Mind Reader

The goal of the exhilarating and quick-paced game Mind Reader is to assess your communication and critical thinking abilities.

How to take part in game

Write the name of a famous person on a Post-it note and stick it to your teammate's forehead without them seeing it.

It is your responsibility to provide your classmate a description of the well-known individual without mentioning their name. After that, your teammate has 30 seconds to guess the individual before time runs out!

Exercise 2 Listening

Listen to the Press Conference Addressing the Volkswagen Emissions Scandal and answer the questions based on the details in the conversation.

Fill in the blanks with the appropriate words from the Conference.

1. Moderator: Good afternoon, _____. Thank you for joining us today.

2. We have Volkswagen's CEO, Mr. Herbert Diess, here to address the recent developments regarding the _____.
3. We will begin with a statement from Mr. Diess, followed by a Question and Answer _____.
4. Mr. Diess, the floor is _____.
5. We acknowledge the severity of this issue and the breach of trust it has _____.
6. Volkswagen has taken full responsibility for the installation of defeat devices in our _____.
7. Please state your name and _____ before asking your question.
8. Restoring trust is our top _____.
9. By addressing the root causes of the scandal, holding _____ parties accountable, and demonstrating our commitment to sustainable practices, we aim to rebuild trust step by step.
10. We have overhauled our corporate governance structure, including the establishment of a _____ committee to oversee adherence to ethical standards.

Exercise 3 Reading

Dilemma – Volkswagen bugs

The Volkswagen emissions scandal, also known as "Diesel gate," is one of the most notorious examples of corporate fraud and unethical behavior in recent history. It highlights the importance of ethics, transparency, and regulatory compliance in business operations. This case study examines the key events, consequences, and lessons learned from the scandal.

In September 2015, the United States Environmental Protection Agency (EPA) issued a notice of violation to Volkswagen for failing to comply with the Clean Air Act. It was revealed that VW had installed "defeat devices" in approximately 11 million diesel cars worldwide. These devices were designed to detect when the vehicle was undergoing emissions testing and temporarily reduce emissions to meet regulatory standards. However, during normal driving conditions, these cars emitted up to 40 times more nitrogen oxides (NOx) than allowed.

Volkswagen faced substantial fines from regulatory bodies around the world, amounting to over \$30 billion. The company agreed to settlements with affected customers and bought back or fixed millions of vehicles. Several VW executives were charged and convicted for their roles in the scandal.

The scandal severely damaged Volkswagen's reputation, eroding trust among consumers and stakeholders. VW's brand image as an environmentally conscious automaker was tarnished, leading to a significant loss of customer loyalty.

Volkswagen's market share and sales plummeted in the immediate aftermath of the scandal. The company faced increased scrutiny and competition, particularly in the diesel car market.

Volkswagen initiated extensive internal reforms to enhance transparency, accountability, and compliance. The company pledged to shift its focus towards electric vehicles and sustainable transportation solutions.

The VW scandal underscores the necessity for companies to uphold strong ethical standards. Decisions driven by short-term gains can lead to long-term detrimental consequences.

Businesses must maintain transparency with regulators, customers, and stakeholders. Accountability at all levels of the organization is critical to prevent misconduct.

Adhering to environmental and safety regulations is not optional. Compliance ensures not only legal standing but also public trust and corporate integrity.

Effective corporate governance involves implementing checks and balances to detect and prevent unethical practices. Boards must be vigilant and proactive in overseeing management actions.

The Volkswagen emissions scandal serves as a stark reminder of the fallout that can occur when ethical standards are compromised. For VW, the journey to rebuild trust and restore its brand is ongoing, with significant investments in clean energy and transparent practices. For other companies, this case study offers valuable lessons on the critical importance of ethics, compliance, and corporate responsibility in sustaining long-term success and credibility in the market.

Write in the space if the statement TRUE/FALSE

1. The Volkswagen emissions scandal is often referred to as "Diesel gate." ____
2. Volkswagen installed "defeat devices" in approximately 1 million diesel cars worldwide. ____
3. The defeat devices were designed to reduce emissions during normal driving conditions. ____
4. Volkswagen faced fines totaling over \$30 million from regulatory bodies worldwide. ____
5. Several VW executives were charged and convicted for their roles in the scandal. ____
6. The scandal had no significant impact on Volkswagen's reputation or brand image. ____
7. Volkswagen's market share and sales increased after the scandal. ____

8. Volkswagen pledged to focus on electric vehicles and sustainable transportation solutions as part of its reforms. ____
9. Compliance with environmental and safety regulations is optional for businesses. ____
10. Effective corporate governance involves implementing checks and balances to promote unethical practices. ____

Exercise 4 Writing

In this writing task, fill in the gaps with the necessary words provided below.

change, environment, right, support, footprint, transformation, trust, communication, electric, accountable, transparency, training, policies, responsibility, integrity, honesty, trust, unethical, apologize, emissions

Volkswagen Group of America
 2200 Ferdinand Porsche Drive
 Herndon, VA 20171
 United States

Dear Valued Customers, Partners, and Stakeholders!

We are writing to you today to address a significant matter that has affected us all. As many of you are aware, Volkswagen was involved in a serious scandal regarding the manipulation of (1) _____ tests, which came to light in 2015. We want to take this opportunity to sincerely (2) _____ for our actions and the breach of trust that occurred as a result.

We recognize that our actions were not only (3) _____ but also a violation of the (4) _____ you placed in us. The emissions tests manipulation was a deliberate act that went against our core values of (5) _____, (6) _____, and (7) _____. We are deeply sorry for the negative impact this had on the environment, our customers, and our reputation.

Since the scandal, we have made substantial changes to our operations, (8) _____, and culture to ensure that such a breach of trust will never happen again.

These changes include:

Strengthening Compliance and Ethics Programs: We have implemented rigorous compliance and ethics (9) _____ for all employees to foster a culture of (10) _____ and accountability.

Enhanced Oversight and Governance: Our governance structures have been reinforced to ensure independent oversight and to hold all levels of the organization (11) _____.

Investing in Sustainable Technologies: We have significantly increased our investment in (12) _____ and hybrid vehicles, aiming to lead the industry in sustainable and environmentally friendly transportation solutions.

Open Communication: We are committed to maintaining open and honest (13) _____ with all stakeholders, ensuring that any concerns are addressed promptly and transparently.

We understand that (14) _____ is earned, not given. To rebuild your confidence in Volkswagen, we are committed to continuing our journey of (15) _____. We have set ambitious goals for reducing our environmental (16) _____ and are working tirelessly to meet and exceed these targets.

We are also offering our affected customers comprehensive (17) _____ and compensation options, including buybacks, repairs, and extended warranties, to address any inconvenience caused by our past actions.

We deeply regret the mistakes we made and the harm they caused. Our focus now is on making things (18) _____ and ensuring a better future for our customers, partners, and the (19) _____. We hope that through our actions, we can demonstrate our genuine commitment to (20) _____ and earn back your trust.

Thank you for your understanding and continued support as we strive to be a better company.

Sincerely,

Scott Keogh
President and CEO
Volkswagen Group of America

UNIT 11 WHAT IS SUCCESS? PASSION INTO PROFIT

Glossary part of Unit 11

Through these given terms, you will get acquainted with the terms related to Profit

Revenue

Definition: The total amount of money a company receives from its customers for its products or services before any expenses are deducted.

Example: Last year, our company's revenue was \$500,000 from sales of our new product.

Cost of Goods Sold (COGS)

Definition: The direct costs of producing the goods sold by a company. This includes the cost of materials and labor directly used to create the product.

Example: If the cost of goods sold is high, it can reduce the profit margin significantly.

Gross Profit

Definition: The amount of money a company makes from its sales after subtracting the cost of goods sold.

Example: Our gross profit increased this quarter because we managed to reduce production costs.

Operating Expenses

Definition: The costs required to run a company, such as rent, utilities, salaries, and marketing.

Example: To improve our profit margin, we need to reduce our operating expenses

Net Profit

Definition: The actual profit after all expenses, including operating expenses, interest, taxes, and others, have been deducted from total revenue.

Example: Our net profit this year is better than last year due to better cost management.

Net Profit Margin

Definition: A percentage that shows how much of each dollar of revenue is profit after all expenses have been deducted.

Example: Our net profit margin is 15%, which means we make 15 cents of profit for every dollar of revenue.

Break-Even Point

Definition: The point at which total revenue equals total costs, and the business neither makes a profit nor a loss.

Example: Understanding our break-even point helps us know how much we need to sell to start making a profit.

Markup

Definition: The amount added to the cost price of goods to cover overhead and profit.

Example: We apply a 20% markup to all our products to ensure we cover our costs and make a profit.

Overhead Costs

Definition: Ongoing business expenses not directly attributed to creating a product or service, such as rent, utilities, and insurance.

Example: Reducing overhead costs, like office rent, can help increase our profit margin.

10. Return on Investment (ROI)

Definition: A measure used to evaluate the efficiency or profitability of an investment, calculated by dividing the profit by the cost of the investment.

Example: The ROI for our new advertising campaign was 50%, which means we gained 50% more than we spent.

Exercise 1 Speaking

Expressions for making recommendations. These expressions can help you make recommendations in various contexts, such as in business meetings, giving advice to friends, or suggesting improvements in a work or study environment.

I suggest (that) ...

Example: I suggest that we increase our marketing budget to reach more customers.

I recommend (that) ...

Example: I recommend we review our current strategy before launching the new product.

It would be a good idea to ...

Example: It would be a good idea to offer discounts to attract more customers.

You should consider ...

Example: You should consider hiring more staff to handle the increased workload.

Why don't you ...

Example: Why don't you try using social media to promote the event?

How about ...

Example: How about organizing a team-building activity to improve morale?

I think it would be beneficial to ...

Example: I think it would be beneficial to conduct a survey to understand customer needs better.

It might be helpful to ...

Example: It might be helpful to create a detailed project plan to ensure we stay on track.

You might want to ...

Example: You might want to update the website to make it more user-friendly.

Have you thought about

Example: Have you thought about partnering with local businesses to expand our reach?

One possibility is to ...

Example: One possibility is to extend our opening hours to accommodate more customers.

We could

Example: We could launch a new advertising campaign to boost our brand's visibility.

It would be wise to ...

Example: It would be wise to invest in new technology to improve our efficiency.

I advise (that) ...

Example: I advise that we re-evaluate our budget allocations for next quarter.

You may want to...

Example: You may want to explore alternative suppliers to reduce costs.

Speaking Activity: Making Recommendations

Instructions:

In this speaking activity, you will be asked to respond to recommendation questions. You need to answer these questions using expressions for making recommendations.

1. Do you know any good ways to improve productivity at work?
2. Can you suggest effective methods for managing stress?
3. What are the best strategies for increasing sales in a small business?
4. How can I enhance my public speaking skills?
5. What are some efficient ways to save money on a tight budget?
6. Can you recommend techniques for improving time management?
7. What are the best practices for maintaining a healthy work-life balance?
8. How can I boost engagement on social media for my brand?
9. What are some effective ways to learn a new language quickly?
10. Can you suggest any good tips for preparing for a job interview?

Exercise 2 Listening

In this Listening activity, You have to answer the questions based on the details of the Listening task.

Write in the space if the statement TRUE/FALSE

1. Vesna Vulović holds the Guinness World Record for surviving the highest fall without a parachute. ____
2. Vesna Vulović was a pilot for JAT Yugoslav Airlines. ____
3. JAT Flight 367 exploded and broke apart mid-air over Poland. ____
4. Vesna Vulović was the only survivor out of 28 passengers and crew. ____
5. Vesna Vulović fell approximately 5,000 meters while strapped to her seat. ____
6. Despite severe injuries, Vesna Vulović made a full recovery. ____
7. Vesna Vulović became a national hero in Greece. ____
8. Vesna Vulović continued working as a flight attendant after the accident. ____
9. Vesna Vulović's story is often cited as an example of failure against overwhelming odds. ____
10. Vesna Vulović's experience serves as a testament to human endurance and the will to survive. ____

Exercise 3 Reading

Turning Your Passion into Profit

For many people, the idea of turning their passion into a profitable business is an alluring prospect. The thought of being able to earn a living doing something you truly enjoy can be incredibly motivating. However, the reality is that transforming a hobby or interest into a sustainable source of income is not always easy.

One of the key challenges is finding a way to monetize your passion effectively. Just because you love a particular activity, it doesn't necessarily mean there is a viable market for it. You need to carefully research the demand for your products or services and determine whether there are enough potential customers who are willing to pay for what you have to offer.

Another important consideration is the business skills required to turn your passion into profit. Running a successful enterprise involves much more than simply doing what you love. You also need to be adept at tasks like financial management, marketing, customer service, and operations. Developing these competencies is crucial if you want your venture to thrive.

That said, with the right approach, it is possible to build a profitable business around your passion. The key is to start by thoroughly understanding the market, your target audience, and the competition. From there, you can develop a solid business plan

and strategy for monetizing your offering. It also helps to be realistic about the time and effort required, and to be prepared to adapt and evolve as your business grows. Ultimately, turning your passion into profit is not a straightforward process, but it can be an incredibly rewarding one. By leveraging your enthusiasm and skills, and combining them with sound business acumen, you can transform your dreams into a successful and fulfilling enterprise.

Find the appropriate words for the definitions from the passage.

	Column A	Column B
1	attractive or enticing, appealing to the senses or desires.	
2	to a great degree, extremely, beyond belief.	
3	capable of being maintained or continued over the long term, without depleting natural resources or causing environmental damage.	
4	to convert something into money or a source of income, especially in business or commerce.	
5	capable of working successfully; feasible, practical, or able to sustain life.	
6	very skilled or proficient at something; having a natural ability or talent.	
7	a way of dealing with a situation or problem; a method or strategy for achieving a particular result.	
8	firm, strong, or stable; not easily broken or destroyed.	
9	direct and uncomplicated; easy to understand or follow.	
10	to use something to maximum advantage, often by exploiting it effectively; to exert influence or power for a desired outcome.	

Exercise 4 Writing

Pre-writing activity

Commonly Used Business Idioms

Hit the ground running

Definition: To start a new project or task with great energy and enthusiasm.

Think outside the box

Definition: To think creatively or innovatively; to approach a problem in a new or unconventional way.

Keep your eye on the ball

Definition: To remain focused on the task at hand; to not lose sight of your goals or objectives.

Cut corners

Definition: To do something in the quickest or cheapest way possible, often sacrificing quality or safety.

Leverage

Definition: To use something to your advantage; to maximize the use of resources to achieve a desired outcome.

In the pipeline

Definition: In the process of being planned, developed, or produced; upcoming or in progress.

Move the needle

Definition: To make significant progress or have a noticeable impact on a situation or outcome.

Break the ice

Definition: To initiate or start a conversation or social interaction, especially in a formal or awkward setting.

In the loop

Definition: To be informed or included in the latest information or developments about a particular situation or project.

On the same page

Definition: To be in agreement or have the same understanding about a particular issue or plan.

Writing activity

Fill in the gaps with appropriate idioms.

1. As soon as she started her new job, Sarah running by tackling her first project with enthusiasm and determination.
2. To solve the problem, the team had and come up with innovative solutions that hadn't been considered before.
3. Even with all the distractions, it's important and stay focused on our main objective.

4. The company decided by outsourcing production to a cheaper supplier, but it resulted in lower product quality.
5. The marketing team social media platforms to promote the new product and reach a wider audience.
6. We have several new projects, including a website redesign and the launch of a new product line.
7. The new marketing campaign really, resulting in a significant increase in sales for the company.
8. At the networking event, John tried by starting a conversation with a joke.
9. As a project manager, it's important to keep everyone by regularly updating them on the project's progress.
10. Before moving forward with the project, let's make sure everyone is and understands the goals and objectives.

UNIT 12 SETTING UP A NEW BUSINESS. DILEMMA – ORGANIC GROWTH

Glossary part of Unit 12

These terms and idioms should provide a comprehensive understanding of key concepts and considerations when setting up a new business.

Start from scratch

Definition: To begin something from the very beginning, without any prior preparation or assistance.

Break-even

Definition: To reach a point where total revenue equals total expenses, resulting in neither profit nor loss.

Cutting-edge

Definition: Incorporating the latest or most advanced technology, innovation, or techniques.

Bootstrapping

Definition: Building and growing a business with minimal external resources or investment, often relying on personal funds and ingenuity.

Cash flow

Definition: The movement of money in and out of a business, including income, expenses, and investments, typically measured over a specific period.

Elevator pitch

Definition: A brief and compelling summary of a business idea or proposal, typically delivered in the time it takes to ride an elevator, aimed at capturing the interest of potential investors or customers.

SWOT analysis

Definition: An acronym for Strengths, Weaknesses, Opportunities, and Threats, used to evaluate the internal and external factors that may impact the success of a business venture.

Unique selling proposition (USP)

Definition: The distinctive feature or benefit that sets a product or service apart from competitors in the marketplace, appealing to target customers and driving sales.

Business plan

Definition: A formal document outlining the objectives, strategies, and financial projections of a new business venture, serving as a roadmap for success and a tool for securing funding or investment.

Scale up

Definition: To increase the size, scope, or capacity of a business, typically in response to growing demand or expansion opportunities.

Disruptive innovation

Definition: A groundbreaking or revolutionary innovation that significantly alters the status quo in an industry, often creating new markets or displacing existing products or services.

Exercise 1 Speaking

Expressions for Making a Call Successfully

1. Starting the Call:

- Hello, this is [Your Name] from [Your Company]. How can I assist you today?
- Good morning/afternoon, my name is [Your Name]. I'm calling on behalf of [Your Company].

2. Introducing Yourself:

- Hi, this is [Your Name] calling from [Your Company].

- Hello, this is [Your Name]. I'm reaching out to discuss [specific reason for the call].

3. Stating the Purpose:

- The reason for my call is to [state the purpose of the call].
- I'm calling to follow up on [specific issue or topic].

4. Asking for Information:

- Could you please provide me with more details about [specific topic]?
- Can you tell me a bit more about [specific issue]?

5. Clarifying Information:

- Just to confirm, you said that [repeat information to ensure understanding]?
- If I understand correctly, [restate information]?

6. Requesting Action:

- Could you please [specific request]?
- I would appreciate it if you could [specific request]

7. Setting Up Meetings/Appointments:

- Would it be possible to schedule a meeting on [date]?
- Can we set up an appointment to discuss this further?

8. Ending the Call:

- Thank you for your time. Have a great day!
- I appreciate your help. Goodbye!

9. Offering Further Assistance:

- If you need any more information, please don't hesitate to contact me.
- Feel free to reach out if you have any more questions.

10. Following Up:

- I will follow up with you on [date] to check the status.
- I'll send you an email with the details discussed. Thank you!

Speaking Activity Related to These Expressions

Activity: Role-Play Phone Conversations

Objective: Practice making successful phone calls using the provided expressions.

Instructions:

1. Pair Up:

- Pair up to take turns practicing phone conversations. One student plays the caller, and the other plays the recipient.

2. Scenario Selection:

- Each pair will be provided with different scenarios. Examples include scheduling a meeting, following up on a previous conversation, asking for more information about a product, resolving a customer service issue, or introducing a new product.

3. Use Expressions:

- You must use the provided expressions during their conversations. Encourage them to be polite, clear, and concise.

4. Switch Roles:

- After a few minutes, switch the roles and choose a new scenario.

5. Group Discussion:

- After the role-plays, bring back together to discuss the activity. What you found challenging and what you learned?

Example Scenarios:

1. Scheduling a Meeting:

- **Caller:** You need to schedule a meeting with a potential client to discuss a new project. Use expressions to introduce yourself, state the purpose, and set up a meeting.

- **Recipient:** You are the potential client. Ask for more details about the project and confirm the meeting time.

2. Following Up on a Proposal:

- **Caller:** You submitted a proposal to a company last week. Call to follow up on the status and clarify any details.

- **Recipient:** You received the proposal. Provide feedback and discuss the next steps.

3. Resolving a Customer Service Issue:

- **Caller:** You are a customer service representative. Call a customer to address a complaint about a product.

- **Recipient:** You are the customer. Explain your issue and ask for a resolution.

4. Introducing a New Product:

- **Caller:** You are a sales representative introducing a new product to a potential buyer. Use expressions to introduce yourself, state the purpose, and offer further assistance.

- **Recipient:** You are the potential buyer. Ask for more details about the product and its benefits.

5. Requesting Information:

- **Caller:** You are calling a supplier to ask for more information about their new line of products.

- **Recipient:** You are the supplier. Provide the requested information and offer additional help.

Follow-Up Discussion Questions:

1. What expressions did you find most useful during the role-play?
2. How did you ensure clarity and politeness in your conversations?
3. What challenges did you face when making the call?
4. How did you handle any misunderstandings during the call?
5. What strategies did you use to end the call effectively?

This activity helps you to practice essential communication skills in a real-world context, making them more confident and effective in their professional interactions.

Exercise 2 Listening Pre-Listening activity.

Sourced beans

Definition: Coffee beans that are obtained from specific places, often focusing on quality and ethical practices.

Cozy

Definition: Comfortable, warm, and inviting.

SWOT analysis

Definition: A way to look at the strengths, weaknesses, opportunities, and threats of a business or project.

Financial projection

Definition: An estimate of future financial outcomes, like profits and expenses, based on current data.

USP (Unique Selling Proposition)

Definition: The special feature or advantage that makes a product or service different from others.

Bootstrapping

Definition: Starting a business using very little money, often your own savings, and no outside help.

Rustic

Definition: Simple, old-fashioned, and related to the countryside.

Leverage

Definition: To use something to gain a better result or advantage.

Keep your eye on the ball

Definition: To stay focused on what you are doing or trying to achieve.

Hit the ground running

Definition: To start doing something and work very hard and quickly from the beginning.

Tackle them head-on

Definition: To deal with problems directly and with determination.

To think outside the box

Definition: To think in a creative or different way, not following the usual rules or ideas.

Listening activity

In this Listening activity, you hear a dialogue that touches on key aspects of setting up a new business, including market research, business planning, funding, brand identity, and marketing strategy, while incorporating relevant idioms and terms. After listening to the dialogue, you will answer questions based on the details provided in the listening track.

These fill-in-the-gap exercises should help reinforce the key terms and concepts discussed in the dialogue.

1. Emma: Hi Jack! I heard you're thinking about starting a new _____. That's exciting! What's your idea?

2. Jack: I'm planning to start a specialty coffee shop that focuses on sustainable and ethically sourced _____.

3. Jack: I want it to have a _____ atmosphere where people can relax and enjoy high-quality coffee.

4. Jack: I need to do some market _____ to find out which area has the most foot traffic and the right customer base.

5. Jack: I've started outlining my business plan. It includes my goals, target market, and a _____ analysis.
6. Jack: I still need to work on the financial _____ and my unique selling proposition.
7. Jack: I'm thinking of _____ initially. I've saved up some money, and I might approach a few friends and family members for small investments.
8. Jack: I'm also thinking of creating a cozy, _____ interior design to make the place inviting.
9. Jack: I plan to _____ social media to build a community around the coffee shop.
10. Emma: social media is a powerful tool. Don't forget to keep your eye on the _____ and stay focused on your goals.

Exercise 3 Reading

DILEMMA – ORGANIC GROWTH

In Uzbekistan's agriculture sector, a significant dilemma persists: whether to pursue organic growth strategies or opt for external investment to enhance export potential. Uzbekistan boasts a rich agricultural heritage, with fertile lands and a favorable climate conducive to cultivating a wide range of crops. However, despite its inherent agricultural advantages, the country faces challenges in maximizing its export potential.

On one hand, embracing organic growth entails leveraging internal resources and gradually expanding agricultural output through sustainable practices. Uzbekistan has made strides in recent years towards enhancing organic farming methods, promoting soil health, and reducing reliance on chemical inputs. This approach aligns with global trends towards organic and sustainable agriculture, presenting Uzbekistan with an opportunity to carve out a niche in international markets. By emphasizing the quality and authenticity of its organic produce, Uzbekistan can attract discerning consumers seeking healthier and environmentally friendly food products.

On the other hand, pursuing external investment offers the potential to accelerate agricultural growth and bolster export volumes in a shorter timeframe. With the infusion of capital, Uzbekistan could modernize its agricultural infrastructure, invest in advanced technologies, and expand irrigation networks to increase productivity and diversify crop yields. Furthermore, external investment could facilitate the adoption of international standards and certifications, enhancing the competitiveness of Uzbekistan's agricultural exports in global markets. By attracting foreign

investment, Uzbekistan could position itself as a reliable supplier of high-quality agricultural products to meet the growing demand of global consumers.

However, this approach presents its own set of challenges and risks. Dependence on external investment may lead to loss of control over key aspects of agricultural production and export processes. Additionally, there is a risk of prioritizing short-term gains over long-term sustainability, potentially compromising the ecological integrity of Uzbekistan's agricultural landscapes. Furthermore, navigating complex regulatory frameworks and ensuring alignment with international market requirements can pose challenges for Uzbekistan's agricultural exporters.

In conclusion, Uzbekistan faces a dilemma in determining the most effective strategy to enhance its export potential in agriculture. While organic growth offers the benefits of sustainability and autonomy, external investment holds the promise of rapid expansion and global competitiveness. Ultimately, a balanced approach that combines elements of both strategies may offer the most viable path forward for Uzbekistan to unlock its full export potential and establish itself as a leading player in the global agricultural market.

Find the appropriate words for the definitions from the passage.

	Column A	Column B
1	To follow or engage in a particular course of action or goal, often with effort and determination.	
2	To make a choice or decision from a range of possibilities.	
3	Capable of producing abundant vegetation or crops; rich in nutrients.	
4	Making a certain situation or outcome likely or possible.	
5	Existing in something as a permanent, essential, or characteristic attribute.	
6	To accept or support something willingly or enthusiastically.	
7	To involve or require as a necessary consequence or condition.	
8	A long, decisive step; progress or advancement.	
9	Dependence on or trust in someone or something.	
10	To place or arrange things in a straight line or to bring into cooperation or agreement with a particular group or standard.	
11	To create or establish something through effort or determination.	
12	A specialized segment of the market for a particular kind of product or service.	

13	Having or showing good judgment, particularly in matters of taste or quality.	
14	Engaging in or following a particular activity or course of action.	
15	To support or strengthen; to improve.	
16	The introduction of a new element or quality into something.	
17	To settle a dispute by mutual concession; to accept standards that are lower than desirable.	
18	Capable of working successfully; feasible.	

Exercise 4 Writing

Grammar part of Writing Section.

First Conditional Explanation

The First Conditional is used to talk about real and possible situations in the future. It is used for situations that are likely to happen if a certain condition is met. The structure of the First Conditional is:

If + Present Simple, will + base verb

If clause: Present Simple, **Main clause:** will + base verb

Examples:

If it rains, we will cancel the picnic.

If you study hard, you will pass the exam.

If they offer me the job, I will accept it.

Writing Task: First Conditional

Complete the following sentences using the correct form of the verbs in parentheses.

1. If you _____ (take) this medicine, you _____ (feel) better soon.
2. If they _____ (finish) the project on time, the boss _____ (be) pleased.
3. If we _____ (leave) now, we _____ (arrive) by noon.
4. If she _____ (not practice) regularly, she _____ (not improve) her skills.
5. If you _____ (tell) me the truth, I _____ (help) you.
6. If it _____ (snow) tomorrow, we _____ (stay) at home.

7. If he _____ (ask) for a raise, his manager _____ (consider) it.
8. If the meeting _____ (be) successful, we _____ (celebrate) afterwards.
9. If you _____ (save) enough money, you _____ (go) on vacation this summer.
10. If they _____ (not fix) the car, we _____ (take) the bus.

UNIT 13 VENTURES INTO SPACE - AN ELEVATOR TO SPACE FINANCING VENTURES

Glossary Part of Unit 13

Through these given terms, you will get acquainted with the terms related to space exploration and financing ventures.

Ventures into Space

Efforts or initiatives aimed at exploring outer space, often involving significant investments in technology and research.

Example: Many private companies are now engaging in ventures into space, aiming to establish a commercial presence in orbit.

Space Elevator

A proposed type of planet-to-space transportation system designed to minimize the cost and complexity of sending materials and humans into space.

Example: The concept of a space elevator involves a tether anchored to the Earth's surface, extending into space, along which climbers can travel.

Financing Venture

The process of providing funds for projects or businesses, often involving investments from various sources.

Example: Financing ventures for space exploration can involve a combination of government funding, private investment, and public-private partnerships.

Astronaut

A person trained to travel and perform tasks in space.

Example: The astronaut conducted several experiments aboard the International Space Station.

Orbit

The path one object in space takes around another object due to gravitational forces.

Example: Satellites in geostationary orbit remain above the same point on the Earth's surface.

Satellite

A human-made object placed in orbit around Earth or another planet to collect information or for communication purposes.

Example: The communication satellite was launched to provide internet access to remote areas.

Launch Vehicle

A rocket used to carry a payload from the Earth's surface into space.

Example: The launch vehicle successfully deployed the satellite into orbit.

Spacecraft

A vehicle designed for travel or operation in outer space.

Example: The spacecraft returned valuable data about the surface of Mars.

Mission Control

The team and facilities responsible for overseeing the operations of a space mission.

Example: Mission control monitored the astronaut's health and the spacecraft's systems throughout the journey.

Commercial Spaceflight

Space travel conducted by private companies for profit.

Example: Commercial spaceflight companies are offering suborbital trips for tourists.

Satellite Communication

The use of satellite technology to transmit signals for television, radio, internet, and other communications.

Example: Satellite communication allows for global broadcasting and internet connectivity.

Space Tourism

Commercial activity involving sending private individuals into space for recreational purposes.

Example: Space tourism companies are planning to offer orbital flights to paying customers within the next decade.

Interplanetary Travel

Travel between planets within a solar system.

Example: Interplanetary travel will require advanced propulsion systems and life support technologies.

Asteroid Mining

The extraction of valuable minerals and resources from asteroids.

Example: Asteroid mining could provide resources that are scarce on Earth, such as platinum and gold.

Public-Private Partnership (PPP)

A cooperative arrangement between public and private sectors for funding and managing projects.

Example: NASA's Artemis program involves public-private partnerships to return humans to the Moon.

Cosmic Radiation

High-energy radiation that originates outside the Earth's atmosphere.

Example: Astronauts must be protected from cosmic radiation during long-duration space missions.

Space Colony

A human settlement located outside Earth, such as on the Moon or Mars.

Example: Scientists are researching how to build a sustainable space colony on Mars.

Payload

The cargo carried by a spacecraft, including instruments, satellites, or passengers.

Example: The rocket's payload included a weather satellite and scientific experiments.

Propulsion System

The mechanism that moves a spacecraft through space.

Example: The spacecraft's propulsion system uses ion thrusters for efficient long-distance travel.

Terraforming

The hypothetical process of modifying a planet's environment to make it habitable for humans.

Example: Terraforming Mars would involve creating a breathable atmosphere and liquid water sources.

Exercise 1 Speaking

Speaking Activity

Expressions for Interrupting Politely:

1. Excuse me, may I add something here?
2. Sorry to interrupt, but could I clarify something?
3. I apologize for the interruption, but...
4. May I interject for a moment?
5. If I could just say something...

Exercise 1: Speaking - Polite Interruptions

Activity: "Polite Debate"

This activity helps you practice using expressions to interrupt politely in a discussion about space exploration.

Instructions:

1. Work in pairs or small groups.
2. Choose a topic related to space exploration (e.g., "The benefits of space tourism" or "The feasibility of a space elevator").
3. Each participant takes turns presenting their viewpoint.
4. As one person speaks, others practice interrupting politely using the expressions provided.
5. The group discusses each interruption to ensure it was used correctly and politely.

Example Statements:

- I believe space tourism will become a significant industry in the next decade.
- Sorry to interrupt, but do we have the technology to ensure safety for tourists?
- Excuse me, may I add something here? The environmental impact of increased space travel needs consideration."

Exercise 2: Listening

Listening Activity: "Funding the Future of Space Exploration"

Listen to the following passage about financing ventures into space and then answer the questions that follow.

Questions 1–5

Do the following statements agree with the information in the passage? Write TRUE or FALSE in the space provided.

1. Private companies have not yet made significant contributions to space exploration. _____
2. SpaceX has developed reusable rockets to reduce the cost of space launches.

3. The cost of developing a space elevator is estimated to be in the billions of dollars. _____
4. Public-private partnerships do not play a role in NASA's Artemis program.

5. International cooperation is considered crucial for future space ventures.

Questions 6-10

Fill in the gaps with information from the passage. Write NO MORE THAN ONE WORD for each answer:

6. The landscape of space exploration has changed with the involvement of private companies and _____ collaborations.
7. Private companies like SpaceX and Blue Origin have focused on making space travel more affordable and _____.
8. The development of a space elevator will likely require a combination of funding from government, private investors, and _____ cooperation.
9. The initial costs of building a space elevator are high, estimated in the tens of _____ of dollars.
10. Public-private _____ have become a key model for financing space exploration.

Exercise 3: Reading

A New Frontier: The Story of the Space Elevator

The concept of a space elevator has fascinated scientists and engineers for decades. This ambitious idea involves constructing a tether anchored to the Earth's surface, extending into space, with vehicles traveling up and down the cable to transport people and materials. The potential benefits of such a structure are immense, including significantly reduced costs for sending payloads into space and the ability to establish permanent space habitats.

One of the main challenges in building a space elevator is the material required for the tether. It must be incredibly strong and lightweight to withstand the forces acting upon it. Recent advances in nanotechnology, particularly the development of carbon nanotubes, have brought the dream of a space elevator closer to reality.

Financing ventures for the space elevator project would likely involve a combination of government funding, private investment, and international collaboration. The cost is estimated to be in the tens of billions of dollars, but the long-term economic and scientific benefits could outweigh the initial investment. Proponents argue that a space elevator would revolutionize space travel, making it more accessible and sustainable.

Despite the optimism, there are still many technical and logistical hurdles to overcome. Researchers continue to explore innovative solutions to these challenges, hoping to turn science fiction into science fact within the next few decades.

Reading Comprehension Questions

Do the following statements agree with the information in the text?

Write TRUE/FALSE

1. The space elevator concept involves a tether anchored to the Moon. _____

2. The main challenge in building a space elevator is finding a suitable material for the tether. _____
3. Carbon nanotubes have brought the space elevator closer to reality. _____
4. The project would likely involve only private investment. _____
5. A space elevator could make space travel more accessible. _____

Fill in the gaps with information about the story. Write NO MORE THAN ONE WORD for each answer:

6. The space elevator could significantly reduce the _____ of sending payloads into space.
7. The tether must be strong and _____ to withstand the forces acting upon it.
8. Advances in _____ have brought the space elevator concept closer to reality.
9. Financing the project would involve government funding, private _____, and international collaboration.
10. Researchers are exploring _____ solutions to overcome the technical challenges.

Exercise 4: Writing

Task 1: Write the verb in brackets in the correct form, past perfect, in each gap.

1. By the time the rocket launched, the team _____ (complete) all the necessary safety checks.
2. She _____ (learn) programming before she joined the space project.
3. The astronauts _____ (finish) their training when they were assigned to the mission.
4. After they _____ (build) the prototype, they tested it extensively.
5. He _____ (not/review) the data before presenting it to the committee.

Task 2: Circle the correct word or phrase.

1. The scientist explained that they had discovered / were discovering a new element in the asteroid samples.
2. Each mission had cost / was costing millions of dollars by the time it was completed.
3. The engineers had not finished / were not finishing the design when the launch date was announced.
4. The research team found that the spacecraft had contained / was containing a leak.
5. After the mission, the astronaut had given / was giving a talk about her experiences in space.

UNIT 14 VENTURE CAPITAL AND MODALS OF POSSIBILITY

Glossary Part of Unit 14

Through these given terms, you will get acquainted with the terms related to venture capital and modals of possibility.

Venture Capital

Funding provided to startups and small businesses with high growth potential by investors in exchange for equity.

Example: The tech startup received venture capital to expand its operations and develop new products.

Angel Investor

A wealthy individual who provides capital for startups, often in exchange for ownership equity or convertible debt.

Example: The angel investor funded the startup in its early stages, helping it to develop its initial product.

Seed Funding

Initial capital used to start a business, often coming from the founders' personal assets, friends, family, or angel investors.

Example: The entrepreneurs used seed funding to create a prototype of their product and attract further investment.

Equity

Ownership interest in a company, represented by the shares of stock.

Example: The venture capital firm took a 20% equity stake in the startup in exchange for its investment.

Startup

A newly established business, often in the tech sector, with high growth potential.

Example: The startup developed an innovative app that quickly gained popularity among users.

Pitch

A presentation made by entrepreneurs to potential investors to secure funding.

Example: The founders practiced their pitch extensively to ensure they could effectively communicate their business plan.

Valuation

The process of determining the current worth of a company or its assets.

Example: The company's valuation increased significantly after it secured a major investment from a venture capital firm.

Return on Investment (ROI)

A measure used to evaluate the efficiency or profitability of an investment.

Example: The venture capitalists expected a high return on investment from the rapidly growing startup.

Exit Strategy

A planned approach to exiting an investment, typically through an acquisition, merger, or IPO.

Example: The startup's exit strategy involved being acquired by a larger tech company within five years.

Due Diligence

An investigation or audit of a potential investment to confirm all facts and assess the risks involved.

Example: The venture capital firm conducted thorough due diligence before committing to the investment.

Convertible Debt

A type of financing where debt can be converted into equity at a later stage, usually during a subsequent funding round.

Example: The startup issued convertible debt to raise funds, which would later convert into equity during the Series A round.

Incubator

An organization designed to support the development of startups through resources, mentorship, and sometimes funding.

Example: The incubator provided office space and business advice to the fledgling startup.

Accelerator

A program that supports startups through mentorship, networking, and sometimes capital, typically culminating in a demo day.

Example: The startup joined an accelerator to refine its business model and prepare for a pitch to investors.

Initial Public Offering (IPO)

The process of offering shares of a private company to the public in a new stock issuance.

Example: The startup's successful IPO allowed early investors to realize substantial returns.

Crowdfunding

Raising small amounts of money from a large number of people, typically via the internet.

Example: The company launched a crowdfunding campaign to raise funds for its new product line.

Bridge Financing

Interim financing used to solidify a company's short-term position until a long-term funding solution is found.

Example: The startup used bridge financing to maintain operations until it could secure its Series B funding.

Burn Rate

The rate at which a company spends its capital before generating positive cash flow.

Example: The startup monitored its burn rate closely to ensure it wouldn't run out of funds before the next funding round.

Term Sheet

A non-binding agreement outlining the basic terms and conditions under which an investment will be made.

Example: The term sheet provided the initial agreement for the venture capital investment, pending due diligence.

Scalability

The ability of a company to grow and manage increased demand without compromising performance.

Example: Investors were attracted to the startup's scalable business model, which could handle rapid growth efficiently.

Exercise 1 Speaking

Speaking Activity: Pitching Your Startup

Expressions for Expressing Possibility:

1. It might be possible to...
2. There's a chance that...
3. It's likely that...
4. We could potentially...
5. There's a possibility of...

Activity: "Pitch Perfect"

This activity helps you practice using expressions to discuss the possibilities and potential of a startup.

Instructions:

1. Work in pairs or small groups.
2. Each participant creates a brief pitch for a fictional startup.

3. Present your pitch to the group, incorporating expressions of possibility.
4. Group members ask questions about the startup's potential, and the presenter responds using the provided expressions.
5. Discuss each pitch to ensure the use of expressions of possibility was clear and effective.

Example Statements:

- Our app might be possible to revolutionize the way people manage their finances.
- There's a chance that we could secure significant market share within the first year.
- It's likely that our product will attract a large number of early adopters.
- We could potentially partner with major companies to expand our reach.
- There's a possibility of scaling our operations globally within five years.

Exercise 2 Listening

Listening Task: Understanding Venture Capital

Listen to the following conversation between two entrepreneurs, Alex and Sarah, discussing their startup and their plans for securing venture capital. Then, answer the questions by selecting the correct multiple-choice option based on the information provided.

Listening Comprehension Questions:

1. What stage of funding do Alex and Sarah believe their startup is currently at?

- a) Pre-seed funding
- b) Series A funding
- c) Seed funding
- d) Series B funding

2. What do Alex and Sarah emphasize as crucial before approaching investors?

- a) Expanding their team
- b) Nailing down their pitch
- c) Developing a new product
- d) Starting a marketing campaign

3. What is mentioned as an important aspect of the pitch?

- a) The company's location
- b) The number of competitors
- c) Communicating their vision
- d) Listing the company's expenses

4. What is discussed as an exit strategy for their startup?

- a) Selling the company to employees
- b) Acquiring a competitor
- c) Having a successful IPO
- d) Going bankrupt

5. What do they agree is crucial for startups like theirs?

- a) Series A funding
- b) Expansion into international markets
- c) Seed funding
- d) Launching a new product

Exercise 3: Reading

Venture Capital: Fueling Innovation

Venture capital (VC) is a type of private equity financing provided by investors to startups and small businesses with high growth potential. These investments are crucial for companies that do not have access to capital markets and need funds to develop their products and scale their operations.

VC firms typically invest in exchange for equity, meaning they become partial owners of the company. This high-risk, high-reward investment strategy aims to generate substantial returns when the company eventually goes public or is acquired. The process of securing venture capital involves several stages, starting with seed funding, followed by Series A, B, and C funding rounds. Each round is designed to support the company through different stages of growth.

The first step for entrepreneurs seeking VC is to prepare a compelling pitch. This presentation should highlight the business idea, market potential, revenue model, and the experience of the founding team. A successful pitch can attract the interest of venture capitalists, leading to further discussions and due diligence.

Due diligence is a critical phase where investors thoroughly evaluate the company's business model, financials, and market opportunities. If satisfied, they will issue a term sheet, outlining the terms of the investment. Once both parties agree, the funds are provided, and the VC firm becomes actively involved in the company's strategic decisions.

The ultimate goal for venture capitalists is a successful exit, typically through an Initial Public Offering (IPO) or acquisition by a larger company. This exit strategy allows investors to realize returns on their investment and provides the company with additional resources to continue growing.

While venture capital can provide the necessary funding for startups to thrive, it also involves giving up some control and ownership. Entrepreneurs must weigh the benefits of receiving VC funding against the potential drawbacks, such as diluted ownership and increased pressure to deliver high returns.

Reading Comprehension Questions

Do the following statements agree with the information in the text? Write TRUE/FALSE

1. Venture capital is a form of public equity financing. _____
2. VC firms typically invest in startups in exchange for equity. _____
3. Entrepreneurs seeking VC funding must first prepare a compelling pitch. _____
4. Due diligence is not necessary if the pitch is successful. _____
5. The ultimate goal for venture capitalists is to maintain ownership of the company. _____

Fill in the gaps with information about the story. Write NO MORE THAN ONE WORD for each answer:

6. Venture capital investments are crucial for companies that do not have access to _____ markets.
7. Each funding round is designed to support the company through different stages of _____.
8. Entrepreneurs seeking VC must prepare a presentation highlighting the business idea and market _____.
9. Due diligence involves evaluating the company's business model, financials, and market _____.
10. Entrepreneurs must weigh the benefits of receiving VC funding against potential drawbacks like diluted _____.

Exercise 4: Writing

Task 1: Write the verb in brackets in the correct form, using modals of possibility, in each gap.

1. The startup _____ (can) secure additional funding if it demonstrates significant market growth.
2. There _____ (might) be an opportunity to partner with a major tech company.
3. The company _____ (could) potentially go public within the next three years.
4. Investors _____ (may) see a high return on investment if the product gains popularity.
5. The founders _____ (might) consider alternative funding options if venture capital is not available.

Task 2: Circle the correct word or phrase.

1. The startup might / must attract significant attention from venture capitalists.
2. It can / must be challenging to secure VC funding without a strong business plan.

3. There could / must be a chance to expand into international markets.
4. The company might / must succeed if it continues to innovate.
5. Entrepreneurs could / must prepare thoroughly before pitching to investors.

UNIT 15: MAKING PREDICTIONS. DILEMMA – RISKY VENTURES

Glossary

Through these given terms, you will become familiar with vocabulary related to making predictions and the dilemma of risky ventures.

Prediction

A statement about what will happen or might happen in the future based on observation, experience, or analysis.

Example: Economists predict a recession next year due to several factors, including rising inflation.

Forecast

A prediction or estimate of future events, especially weather conditions or financial trends.

Example: The weather forecast indicates heavy rain tomorrow afternoon.

Anticipate

To expect or predict something to happen and take action in preparation for it.

Example: The company anticipates a surge in demand for its products during the holiday season.

Prognosticate

To predict or foretell future events with precision or confidence.

Example: Some people believe that astrologers can accurately prognosticate major life events.

Projection

An estimate or forecast of a future situation or trend based on a study of present ones.

Example: The population projection for the city suggests a significant increase over the next decade.

Speculate

To form opinions or conjectures about something without sufficient evidence or knowledge.

Example: Investors are speculating about the impact of the new trade policies on the stock market.

Trend

A general direction in which something is developing or changing.

Example: There's a growing trend towards remote work in many industries.

Risk

The possibility of loss, injury, or other adverse or unwelcome circumstances.

Example: Investing in startups involves a high level of risk but also offers the potential for high returns.

Uncertainty

The state of being unsure about the future or about what will happen.

Example: The political situation has created a climate of uncertainty for businesses operating in the region.

Probability

The likelihood of something happening or being the case.

Example: There's a high probability of success if we follow this strategy.

Exercise 1: Speaking

Activity: Predicting Future Trends

Instructions:

1. Work in pairs or small groups.
2. Discuss current trends in various industries (technology, healthcare, finance, etc.).
3. Make predictions about how these trends might evolve in the next 5-10 years.
4. Use expressions of probability and speculation to articulate your predictions.
5. Consider factors such as technological advancements, market demands, and regulatory changes.

Example Predictions:

- It's likely that artificial intelligence will revolutionize the healthcare industry by enabling more accurate diagnoses.
- There's a possibility that renewable energy sources will dominate the energy market within the next decade.
- We could potentially see a shift towards a cashless society as digital payment methods become more widespread.

Exercise 2: Listening

Listening Task: Establishing an Office Abroad

Listen to the following conversation between two business professionals, James and Emma, discussing the process of setting up an office abroad. Then, answer the questions based on the information provided.

Listening Comprehension Questions:

Where are they planning to set up an office?

- a) China
- b) Brazil
- c) India
- d) Australia

What is the first step they need to take?

- a) Choose a location
- b) Carry out a market analysis
- c) Register the office
- d) Hire local employees

What do they need to do after choosing a location?

- a) Carry out a market analysis
- b) Put off legal and administrative procedures
- c) Bring in experts
- d) Hire international staff

What kind of employees do they need to hire?

- a) International experts
- b) Local employees
- c) Remote workers
- d) Freelancers

What is the final step mentioned in the conversation?

- a) Carry out market analysis
- b) Choose a location
- c) Fill out paperwork
- d) Get on with it

Exercise 3: Reading

Article: Navigating the Dilemma of Risky Ventures

Startups and small businesses often face a dilemma when seeking investment: balancing the potential for high returns with the inherent risks involved. Venture

capital offers a pathway for these companies to obtain funding, but it comes with significant uncertainty.

Investing in startups carries the risk of failure, as many new ventures struggle to gain traction in competitive markets. Entrepreneurs must convince investors of their business model's viability and growth potential while acknowledging the risks involved.

However, venture capitalists also face a dilemma. They must assess the potential for high returns against the possibility of losing their investment entirely. This balancing act requires careful consideration of market trends, the startup's team and product, and the overall economic landscape.

Despite the risks, venture capital remains an attractive option for both investors and entrepreneurs. The potential for disruptive innovation and substantial returns drives interest in funding risky ventures. However, successful navigation of this dilemma requires a combination of strategic decision-making, thorough due diligence, and a willingness to embrace uncertainty.

Reading Comprehension Questions:

1. What dilemma do startups and small businesses face when seeking investment?

- a) Balancing potential for high returns with low risks
- b) Balancing potential for high returns with inherent risks
- c) Choosing between different investment opportunities
- d) Finding investors who are willing to take high risks

2. What does venture capital offer to startups and small businesses?

- a) Guaranteed funding with no uncertainty
- b) A pathway to obtain funding with significant uncertainty
- c) Low-risk investment opportunities
- d) Access to government grants and subsidies

3. Why do many new ventures struggle to gain traction in competitive markets?

- a) Lack of innovative ideas
- b) Lack of funding opportunities
- c) Inherent risks involved in startups
- d) Limited access to skilled employees

4. What is one of the dilemmas faced by venture capitalists?

- a) Choosing between investing in startups or established companies
- b) Assessing the potential for high returns against the possibility of losing their investment entirely
- c) Convincing entrepreneurs to accept lower funding amounts
- d) Avoiding investment in risky ventures altogether

5. What is mentioned as a requirement for successful navigation of the dilemma in venture capital?

- a) Blind decision-making
- b) Lack of due diligence
- c) Willingness to avoid uncertainty
- d) Strategic decision-making, thorough due diligence, and a willingness to embrace uncertainty

Exercise 4: Writing

Task 1: Complete the Sentences with Modals of Possibility

- 1. The startup _____ (may) face challenges in securing funding due to the high level of competition.
- 2. There _____ (might) be opportunities for expansion into new markets if the company diversifies its product offerings.
- 3. Investors _____ (could) see significant returns on investment if the startup successfully captures a niche market.
- 4. It _____ (might) be risky to invest in unproven technologies without thorough market research.
- 5. The founders _____ (may) need to pivot their business model if initial strategies fail to gain traction.

Task 2: Choose the Correct Word or Phrase

- 1. Entrepreneurs must / might conduct thorough market research before launching a new product.
- 2. There's a chance / certainty of success if the startup effectively addresses market needs.
- 3. It may / must be challenging to attract investors without a clear revenue model.
- 4. Investors might / should consider diversifying their portfolio to mitigate risks.
- 5. The company might / must face difficulties if it fails to adapt to changing market conditions.

UNIT 16: A GOOD LOCATION. ARABIA'S FIELD OF DREAMS

Glossary

Strategic Location

A geographical position that provides advantages in terms of access, resources, or trade. **Example:** The Middle East's strategic location between Europe, Africa, and Asia has made it an important hub for international commerce.

Infrastructure

The basic physical and organizational structures and facilities needed for the operation of a society or enterprise.

Example: Robust infrastructure, including airports, seaports, and transportation networks, is crucial for economic development in the Gulf region.

Logistics

The detailed coordination of a complex operation involving many people, facilities, or supplies.

Example: Efficient logistics are essential for managing the flow of goods and services in the Arabian Peninsula's booming e-commerce market.

Connectivity

The state of being connected or the ability to connect.

Example: Improved global connectivity through high-speed internet and air travel has made the Arabian Gulf region more accessible for businesses and investors.

Hub

A central and influential point that connects different parts of a system.

Example: Dubai has positioned itself as a global hub for trade, finance, and tourism, connecting the East and the West.

Accessibility

The quality of being easily reached or obtained.

Example: The expansion of transportation links and airport facilities has increased the accessibility of the Arabian Peninsula for international travelers and businesses.

Incentives

A thing that motivates or encourages someone to do something.

Example: Governments in the Gulf Cooperation Council (GCC) countries offer various incentives, such as tax breaks and free zones, to attract foreign investment.

Free Zone

A special economic zone with relaxed regulations, often used to promote foreign investment and trade.

Example: The United Arab Emirates has established numerous free zones, such as Dubai International Financial Centre, to attract multinational companies and talent.

Diversification

The action of increasing different types of investments within a portfolio to reduce risk.

Example: The Gulf states are diversifying their economies by investing in sectors beyond oil and gas, such as technology, tourism, and renewable energy.

Exercise 1: Speaking

Activity: Discussing the Advantages of Strategic Locations

Instructions:

Work in small groups.

Discuss the advantages of having a strategic location for businesses and economies, using the vocabulary from the glossary.

Provide specific examples from the Arabian Peninsula or other regions.

Identify the key factors that make a location strategically advantageous.

Prepare a brief presentation to share your group's insights with the class.

Example Discussion Points:

The Middle East's geographic position between major continents has made it a natural hub for international trade and logistics.

The rapid development of infrastructure, such as airports and seaports, in Gulf Cooperation Council (GCC) countries has increased their accessibility and connectivity.

Governments in the region have created various incentives, like free zones and tax breaks, to attract foreign investment and diversify their economies beyond oil and gas.

Exercise 2: Listening

Listening Task. Analyzing the Growth of Saudi Arabia's Economic Cities

Listen to an interview with an urban planner discussing the development of economic cities in Saudi Arabia. Then, answer the questions based on the information provided.

Listening Comprehension Questions:

What is the primary reason behind the development of economic cities in Saudi Arabia?

- a) To attract tourists
- b) To diversify the economy beyond oil and gas
- c) To improve the country's infrastructure
- d) To create more government jobs

What are some of the key advantages the economic cities offer to businesses and investors?

- a) Tax exemptions and streamlined regulations
- b) Access to a highly skilled workforce
- c) Proximity to major oil fields
- d) Both a) and b)

How have the economic cities contributed to Saudi Arabia's economic development?

- a) They have helped attract foreign investment and create new jobs.
- b) They have increased the country's reliance on oil and gas revenues.
- c) They have improved the country's overall infrastructure.
- d) They have primarily benefited the government sector.

What is the role of connectivity and transportation networks in the success of these economic cities?

- a) They are not a significant factor.
- b) They provide efficient logistics and global accessibility.
- c) They are still under development and not fully utilized.
- d) They are focused on domestic transportation within Saudi Arabia.

Exercise 3: Reading

Arabia's Field of Dreams - Unlocking Business Potential in the Gulf

The countries of the Gulf Cooperation Council (GCC) - Saudi Arabia, the United Arab Emirates, Qatar, Kuwait, Bahrain, and Oman - have long been viewed as the "Field of Dreams" for businesses seeking to tap into the region's immense economic potential. With their strategic location, robust infrastructure, and rapidly growing populations, these nations have emerged as hubs of commerce and innovation, offering a multitude of opportunities for both local and international enterprises.

One of the key drivers of the region's appeal is its focus on economic diversification. While historically dependent on oil and gas, the GCC countries have made concerted efforts to expand into other sectors, including renewable energy, tourism, logistics, finance, and technology. This shift has created a diverse array of investment prospects, catering to the varying interests and expertise of potential investors.

For instance, the UAE's push towards becoming a global leader in renewable energy has opened up avenues for companies specializing in clean technologies and sustainable solutions. Similarly, the rapid development of smart cities and digital infrastructure across

Reading Comprehension Questions:

1. Which countries are part of the Gulf Cooperation Council (GCC)?

- a) Saudi Arabia, Iran, Iraq, Oman, Qatar, and Bahrain
- b) Saudi Arabia, the United Arab Emirates, Qatar, Kuwait, Bahrain, and Oman

- c) Saudi Arabia, Egypt, Qatar, Kuwait, Bahrain, and Yemen
- d) Saudi Arabia, Jordan, Qatar, Kuwait, Bahrain, and Iraq

2. Why have the Gulf Cooperation Council (GCC) countries been referred to as the "Field of Dreams" for businesses?

- a) Due to their focus on agricultural innovation
- b) Because of their immense economic potential and opportunities for businesses
- c) Because of their lack of economic development
- d) Due to their limited infrastructure and population growth

3. What is one of the key drivers of the region's appeal mentioned in the article?

- a) Dependence on oil and gas
- b) Lack of infrastructure
- c) Economic diversification
- d) Limited investment prospects

4. Which sectors have the GCC countries made efforts to expand into?

- a) Oil and gas
- b) Agriculture and mining
- c) Renewable energy, tourism, logistics, finance, and technology
- d) Construction and manufacturing

5. How has the UAE's focus on renewable energy impacted investment prospects?

- a) It has reduced investment prospects
- b) It has limited investment prospects to a few sectors
- c) It has opened up avenues for companies specializing in clean technologies and sustainable solutions
- d) It has led to increased dependence on oil and gas

Exercise 4 Writing

Task 1: Complete the Sentences with Modals of Possibility

1. The startup _____ (may) encounter hurdles in scaling up production due to supply chain disruptions.
2. There _____ (might) be opportunities for strategic partnerships if the company identifies complementary businesses.
3. Investors _____ (could) be hesitant to invest in the startup without a proven track record.
4. It _____ (might) be necessary to adjust the pricing strategy to remain competitive in the market.
5. The founders _____ (may) need to seek additional funding to support the company's growth plans.

Task 2: Choose the correct word or phrase

1. Entrepreneurs must / might conduct thorough feasibility studies before launching a new venture.
2. There's a chance / certainty of success if the startup effectively differentiates itself from competitors.
3. It may / must be crucial to develop a robust marketing strategy to attract customers.
4. Investors might / should consider the startup's long-term potential when evaluating investment opportunities.
5. The company might / must adapt its business model to capitalize on emerging market trends.

UNIT 17: MULTI-PART VERBS. AN OFFICE ABROAD

Glossary

Multi-part verbs, also known as phrasal verbs, are combinations of verbs and particles (adverbs, prepositions, or both) that together have a different meaning than the individual words would suggest. Here are some examples related to establishing an office abroad:

Set up

To establish or create something, such as a business or organization.

Example: The company plans to set up a new office in Singapore next year.

Look into

To investigate or examine something in order to gain more information.

Example: We need to look into the local regulations before opening an office overseas.

Reach out

To make contact or communicate with someone, especially to ask for help or information.

Example: We reached out to potential partners in Japan to explore collaboration opportunities.

Go over

To review or discuss something in detail.

Example: Let's go over the budget for the new office expansion before finalizing our plans.

Check out

To visit or inspect a place, especially to see if it meets certain criteria.

Example: We should check out potential office locations in London before making a decision.

Carry out

To complete or perform a task or action.

Example: The team will carry out market research to assess the feasibility of opening an office abroad.

Exercise 1: Speaking

Activity: Planning an Office Abroad

Instructions:

Work in pairs or small groups.

Discuss the process of setting up an office abroad, focusing on the steps involved and the challenges that may arise.

Use multi-part verbs from the glossary to describe each step-in detail.

Share your ideas on how to overcome potential obstacles.

Prepare a brief presentation outlining your plan for establishing an office in a foreign country.

Example Discussion Points:

First, we need to ***look into*** the legal requirements and regulations for setting up a business in the target country.

Next, we should ***reach out*** to local contacts or organizations for advice on navigating the business environment.

Once we have gathered all the necessary information, we can ***go over*** our budget and allocate resources for the office setup.

Before making any final decisions, we should ***check out*** potential office spaces to ensure they meet our needs and preferences.

Finally, we can ***carry out*** market research to assess demand for our products or services in the new market.

Exercise 2: Listening

Listening Task: Opening an Office in China

Listen to a conversation between two business partners, Tom and Emma, discussing their plans to open an office in China. Then, answer the questions based on the information provided.

Listening Comprehension Questions:

What is the main topic of conversation between Tom and Emma?

- a) Expanding their business into China
- b) Launching a new product line
- c) Hiring new employees
- d) Closing down their existing office

What is the first step they plan to take?

- a) Reaching out to potential clients
- b) Looking into legal requirements
- c) Checking out office locations
- d) Conducting market research

What aspect of the expansion plan do they emphasize the importance of?

- a) Cultural differences
- b) Marketing strategies
- c) Financial projections
- d) Technological advancements

What cities do they mention as potential office locations in China?

- a) Hong Kong and Macau
- b) Shanghai and Beijing
- c) Taipei and Guangzhou
- d) Tokyo and Seoul

Exercise 3: Reading

Establishing a Presence Abroad - Tips for Success

Expanding your business into international markets can offer exciting opportunities for growth and diversification. However, it also requires careful planning and execution to ensure success. Here are some tips for establishing a presence abroad:
Research the Market: Before making any decisions, conduct thorough market research to understand the local business environment, consumer preferences, and potential competitors.

Seek Legal Advice: Familiarize yourself with the legal and regulatory requirements in the target country. Consult with local lawyers or legal experts to ensure compliance with all applicable laws.

Build Local Relationships: Establishing strong relationships with local partners, suppliers, and government agencies can help navigate cultural differences and bureaucratic processes more effectively.

Adapt Your Strategy: Be prepared to adapt your business strategy to suit the needs and preferences of the target market. What works in one country may not necessarily work in another.

Invest in Training: Provide cultural awareness and language training to your staff to facilitate communication and understanding with local stakeholders.

Exercise Patience: Expanding abroad takes time and patience. Be prepared for setbacks and delays, and remain flexible in your approach to overcoming challenges. By following these tips and approaches, you can increase your chances of success when establishing a presence abroad and tapping into new markets.

Reading Comprehension Questions:

What is the first step recommended for establishing a presence abroad?

- a) Research the Market
- b) Seek Legal Advice
- c) Build Local Relationships
- d) Adapt Your Strategy

Why is it important to seek legal advice when expanding into international markets?

- a) To establish strong relationships with local suppliers
- b) To ensure compliance with all applicable laws
- c) To adapt the business strategy
- d) To conduct thorough market research

What can help navigate cultural differences and bureaucratic processes more effectively?

- a) Conducting market research
- b) Seeking legal advice
- c) Establishing strong relationships with local partners, suppliers, and government agencies
- d) Providing cultural awareness and language training

Why should a business be prepared to adapt its strategy when expanding into a new country?

- a) Because the local business environment is identical to other markets
- b) Because consumer preferences and market conditions may differ
- c) Because it is a legal requirement
- d) Because it ensures immediate success

What type of training is recommended to facilitate communication and understanding with local stakeholders?

- a) Financial training
- b) Technical training

- c) Cultural awareness and language training
- d) Marketing training

What is emphasized about the timeline for expanding abroad?

- a) It will be quick and easy
- b) It takes time and patience
- c) It requires minimal effort
- d) It guarantees immediate success

What should businesses be prepared for when expanding internationally?

- a) Immediate profits and smooth operations
- b) Setbacks and delays
- c) No need for adaptation
- d) Instant market dominance

What is the overall goal of following the tips provided in the passage?

- a) To ensure the business strategy remains the same
- b) To increase the chances of success when establishing a presence abroad
- c) To avoid any need for market research
- d) To minimize the need for local relationships

Exercise 4

****Exercise 4: Writing****

Task 1: Complete the Sentences with Multi-part Verbs

Complete the following sentences using the appropriate multi-part verbs from the glossary. Use each verb only once.

check out, look into, reach out, go over, carry out, set up

1. Before making any final decisions, we need to _____ potential office locations in Singapore.
2. The first step is to _____ the legal requirements for setting up a business in China.
3. We should _____ to local contacts in Japan for advice on navigating the business environment.
4. Once we have all the necessary information, we can _____ our budget and allocate resources for the office setup.
5. The team will _____ market research to assess the feasibility of expanding into Brazil.
6. We need to _____ a new office in London by the end of the year.

Task 2:

Complete the following text using the appropriate multi-part verbs from the glossary. Use each verb only once.

check out, look into, reach out, go over, carry out, set up

Business Expansion Plan

To successfully establish an office abroad, our first step is to _____ the legal and regulatory requirements of the target country. We will _____ to local legal experts to ensure compliance with all necessary laws. Next, it is crucial to _____ thorough market research to understand the local business environment, consumer preferences, and potential competitors.

Once we have gathered all the essential information, we can _____ our budget and allocate resources accordingly for the office setup. Before making any final decisions, we will _____ potential office locations in major cities to ensure they meet our needs and preferences.

Additionally, we plan to _____ training sessions for our staff to familiarize them with the cultural differences and language of the new market. Establishing strong relationships with local partners, suppliers, and government agencies will be vital for navigating cultural differences and bureaucratic processes. By following these steps, we aim to increase our chances of success and achieve sustainable growth in the new market.

UNIT 18: FUTURE PLANS AND INTENTIONS. MAKING AN APPOINTMENT

Glossary

Intention

A plan or aim that you intend to achieve.

Example: My intention is to open a new office in the city center next year.

Schedule

A plan that gives events or activities and the times that they will happen or be done.

Example: Let's check the schedule to see if we can fit in a meeting tomorrow.

Appointment

A formal arrangement to meet or visit someone at a particular time and place.

Example: I have an appointment with the dentist at 3 PM.

Calendar

A system of organizing days and times for activities or events.

Example: She added the meeting to her calendar to avoid any scheduling conflicts.

Plan

A detailed proposal for doing or achieving something.

Example: We need to make a plan for the upcoming project launch.

Confirm

To state or show that something is definitely true or correct, often by providing evidence.

Example: Can you confirm our lunch appointment for next week?

Reschedule

To change the time or date of an event or appointment.

Example: We need to reschedule the meeting because of a conflict with another event.

Availability

The times when someone is free to meet or do something.

Example: Please send me your availability for next week's meeting.

Postpone

To delay an event or arrangement until a later time.

Example: We had to postpone the conference due to unforeseen circumstances.

Cancel

To decide that an event will not happen.

Example: Unfortunately, we need to cancel our appointment for today.

Exercise 1: Speaking

Activity: Discussing Future Plans and Scheduling Appointments

Instructions:

1. Work in pairs or small groups.
2. Discuss your future plans and intentions for the next month, using the vocabulary from the glossary.
3. Role-play a scenario where you need to make an appointment with a colleague or client. Include confirming, rescheduling, and postponing appointments as needed.
4. Share your plans and any scheduling challenges you encounter with the class.

Example Discussion Points:

- My intention is to complete the project by the end of the month.
- Let's check our schedules to find a suitable time for the team meeting.

- I have an appointment with the marketing team tomorrow at 10 AM.
- Can we confirm our meeting for next Tuesday?
- Unfortunately, we need to reschedule the product launch due to a delay in shipment.

Exercise 2 Listening

Listening Task: Scheduling a Business Meeting

Listen to a dialogue between two counterparts. Then, answer the questions based on the information provided.

Listening Comprehension Questions:

1. What is the main topic of the conversation between Sarah and John?

- a) Scheduling a business meeting
- b) Discussing a project proposal
- c) Planning a business trip
- d) Reviewing a budget

2. When is John available for the meeting?

- a) Monday afternoon
- b) Monday morning and Wednesday afternoon
- c) Tuesday morning
- d) Wednesday morning

3. What time do Sarah and John confirm for the meeting?

- a) 9 AM
- b) 10 AM
- c) 11 AM
- d) 2 PM

4. What does Sarah ask John to prepare for the meeting?

- a) A presentation
- b) The budget report
- c) The project proposal and market research report
- d) The meeting agenda

5. Who do they decide to invite to the meeting for additional input?

- a) The client
- b) The marketing team
- c) Mark from the finance team
- d) The project manager

6. What additional task does Sarah suggest they prepare for during the meeting?

- a) A detailed agenda
- b) Questions for the client call next week
- c) A budget overview
- d) A timeline for the project

7. When does John plan to share the draft questions with Sarah?

- a) During the meeting
- b) After the meeting
- c) Before the meeting
- d) He doesn't plan to share them

Exercise 3: Reading

Making and Managing Appointments

Scheduling and managing appointments efficiently is crucial in the business world. Whether you are arranging a meeting with a colleague, a client, or a supplier, clear communication and organization are key to ensuring everything goes smoothly.

When making an appointment, it's important to confirm the details, including the date, time, and location. Use tools like calendars and scheduling apps to keep track of your appointments and avoid double booking. If you need to reschedule, communicate the changes promptly and offer alternative times.

Managing your availability effectively involves knowing when you are free and blocking out times for important tasks. It's also helpful to leave some buffer time between appointments to account for any overruns or travel time.

In case you need to postpone or cancel an appointment, give as much notice as possible. Providing a reason for the change and suggesting a new time can help maintain good relations with the other party.

By following these practices, you can ensure that your appointments are well-organized and productive.

Reading Comprehension Questions:

1. What is crucial when making an appointment?

- a) Confirming the details
- b) Cancelling the previous meeting
- c) Ignoring the date and time
- d) Double booking

2. What tools can help keep track of appointments?

- a) Notebooks and pens
- b) Calendars and scheduling apps
- c) Social media platforms
- d) Telephones and fax machines

3. Why is it important to manage your availability effectively?

- a) To know when you are free
- b) To avoid having too much free time
- c) To impress clients
- d) To schedule as many meetings as possible

4. What should you do if you need to postpone or cancel an appointment?

- a) Ignore the other party's needs
- b) Give as much notice as possible and suggest a new time
- c) Cancel without any explanation
- d) Wait until the last minute to inform the other party

Exercise 4: Writing

Task 1: Complete the Sentences with Modals of Possibility

1. The client _____ (may) request a change in the meeting time due to their busy schedule.
2. We _____ (might) need to book a larger conference room for the meeting if more people attend.
3. The project manager _____ (could) be unavailable next week due to travel commitments.
4. It _____ (might) be necessary to prepare a detailed agenda for the meeting.
5. The team _____ (may) decide to reschedule the meeting if key members are absent.

Task 2: Choose the correct word or phrase

1. We must / might confirm the appointment details to avoid any confusion.
2. There's a chance / certainty that the meeting might be postponed due to unforeseen circumstances.
3. It may / must be important to arrive early to set up the presentation equipment.
4. The manager might / should consider all available dates before finalizing the meeting time.
5. The assistant might / must send out reminders to ensure everyone is aware of the meeting schedule.

UNIT 19 DILEMMA – A NEW LOCATION

Glossary

Strategic Decision

A critical choice that significantly affects the direction of a business.

Example: Choosing a new location for a business is a strategic decision that can impact its growth and profitability.

Cost-Benefit Analysis

A process of comparing the costs and benefits of a decision to determine its feasibility or value.

Example: Conducting a cost-benefit analysis helps businesses understand the potential financial implications of relocating.

Demographics

The statistical characteristics of a population, such as age, gender, income, and education.

Example: Understanding the demographics of a new location is crucial for businesses targeting specific customer segments.

Market Potential

The total revenue opportunity available in a specific market.

Example: Assessing the market potential in a new location can help businesses predict future sales and growth.

Operational Efficiency

The ability to deliver products or services in the most cost-effective manner without sacrificing quality.

Example: A new location with better infrastructure can enhance a company's operational efficiency.

Competition

Rival businesses that offer similar products or services in the same market.

Example: Analyzing the competition in a new location helps businesses develop strategies to differentiate themselves.

Accessibility

The ease of reaching a location or market.

Example: Good accessibility through highways and public transport can attract more customers to a new business location.

Regulatory Environment

The system of laws and regulations that govern business operations in a particular location.

Example: A favorable regulatory environment can reduce the compliance burden on businesses.

Incentives

Benefits or rewards offered to encourage certain actions or behaviors.

Example: Governments may offer tax incentives to businesses that choose to relocate to specific areas.

Risk Assessment

The identification and analysis of potential risks associated with a decision.

Example: Conducting a risk assessment helps businesses prepare for possible challenges when relocating.

Exercise 1: Speaking

Activity: Evaluating a New Business Location

Instructions:

1. Work in small groups.
2. Discuss the factors to consider when choosing a new location for a business, using the vocabulary from the glossary.
3. Provide specific examples of locations and explain why they might be advantageous or disadvantageous.
4. Identify the key challenges and opportunities associated with relocating.
5. Prepare a brief presentation to share your group's insights with the class.

Example Discussion Points:

- Conducting a cost-benefit analysis to weigh the financial implications of different locations.
- Considering the demographics of potential new locations to ensure they match the target market.
- Evaluating the market potential in areas with growing populations and economic activities.
- Assessing operational efficiency by looking at infrastructure, logistics, and proximity to suppliers.
- Analyzing the competition in potential new locations to understand market saturation and identify unique selling points.

Exercise 2: Listening

Listening Task: Considering Relocation

Listening Comprehension Questions:

1. What is the first step in deciding on a new location for a business?

- a) Analyzing the competition
- b) Conducting a cost-benefit analysis
- c) Assessing operational efficiency
- d) Considering the regulatory environment

2. What factors influence the choice of a new location?

- a) Demographics and market potential
- b) The availability of leisure activities
- c) Historical significance of the location
- d) Proximity to tourist attractions

3. Why is the regulatory environment important in the decision-making process?

- a) It offers insights into local culture
- b) It can reduce operational costs and provide incentives
- c) It helps businesses attract more customers
- d) It is not a significant factor

4. How does competition influence the decision to relocate?

- a) It is irrelevant to the decision
- b) It helps businesses understand market demand
- c) It indicates potential market share challenges or opportunities
- d) It always discourages businesses from moving

5. What should businesses consider in their risk assessment when relocating?

- a) Potential for economic instability and regulatory changes
- b) Cultural differences
- c) Local cuisine
- d) Weather patterns

Exercise 3: Reading

Relocating a Business: Key Considerations

Relocating a business is a significant decision that requires careful planning and analysis. Businesses must evaluate various factors to ensure a successful transition and long-term growth in the new location.

One of the primary considerations is cost-benefit analysis. This involves comparing the expenses associated with moving, such as real estate costs, employee relocation, and potential downtime, against the benefits, like increased market potential and operational efficiency.

Demographics play a critical role in this decision. A location with a demographic profile that matches the business's target market can lead to higher sales and better customer engagement. For instance, a tech company may prefer a location with a young, educated population.

Another crucial factor is market potential. Businesses need to assess whether the new location offers sufficient demand for their products or services. This involves analyzing the local economy, population growth, and spending patterns.

Operational efficiency is also essential. A location with robust infrastructure, efficient logistics, and proximity to suppliers and customers can reduce costs and improve service delivery.

Understanding the regulatory environment is important as well. Favorable regulations, incentives, and tax breaks can significantly impact the cost of doing business and profitability.

Finally, businesses must conduct a thorough risk assessment. This includes identifying potential risks such as economic instability, changes in local laws, and unforeseen costs. Planning for these risks can help mitigate their impact and ensure a smooth transition.

Reading Comprehension Questions:

1. What is one of the primary considerations when relocating a business?

- a) Cultural integration
- b) Cost-benefit analysis
- c) Entertainment options
- d) Local cuisine

2. Why are demographics important in the decision to relocate a business?

- a) They influence local entertainment options
- b) They help in predicting customer engagement and sales
- c) They affect the climate of the location
- d) They determine the local cuisine

3. What should businesses assess to understand market potential in a new location?

- a) Historical landmarks
- b) Local weather patterns
- c) Economy, population growth, and spending patterns

- d) Tourist attractions

4. How can operational efficiency be improved in a new location?

- a) By choosing a location with good infrastructure and logistics
- b) By focusing on local traditions
- c) By integrating with local cultural activities
- d) By prioritizing entertainment options

5. What does conducting a risk assessment help businesses prepare for?

- a) Changes in local cuisine
- b) Potential economic instability and regulatory changes
- c) New entertainment opportunities
- d) Better weather forecasts

Exercise 4: Writing

Task: Rewrite the Sentences in Passive Voice

Rewrite the following sentences using the passive voice. Pay attention to the tense and the subject-object relationship.

Example: 1. Active Voice: Businesses must conduct a cost-benefit analysis before relocating.

Passive Voice: A cost-benefit analysis must be conducted by businesses before relocating.

2. Active Voice: Governments offer incentives to attract businesses to specific areas.

3. Active Voice: Analysts predict a growing market potential in the new location.

4. Active Voice: Companies consider demographics when choosing a new business location.

5. Active Voice: The regulatory environment impacts business decisions.

6. Active Voice: The company will launch a new product next month.

7. Active Voice: The team completed the project ahead of schedule.

8. Active Voice: The manager has assigned new tasks to the employees.

9. Active Voice: The sales team will present the proposal to the client tomorrow.

10. Active Voice: The government is planning to implement new regulations.

11. **Active Voice:** The company awarded bonuses to top-performing employees.
12. **Active Voice:** The IT department is updating the software systems.
13. **Active Voice:** The manager has reviewed the performance reports.
14. **Active Voice:** The team members will finish the project by the end of the week.
15. **Active Voice:** The CEO is announcing the new company policies tomorrow.

UNIT 20 STARTING A CAREER. THE ONLINE JOB MARKET.

Glossary

Online Job Market - The virtual space where employers and job seekers connect for employment opportunities.

Example: Platforms like LinkedIn and Indeed are popular in the online job market, facilitating job searches and recruitment.

Remote Work - conducted outside of a traditional office environment, often from home or another location.

Example: The rise of remote work options has enabled professionals to work for companies from anywhere in the world.

Digital Networking - Building and maintaining professional relationships through online platforms and social media.

Example: Effective digital networking on platforms like Twitter and professional forums can lead to job opportunities and career growth.

Resume - A document summarizing an individual's education, work experience, skills, and accomplishments, typically used when applying for jobs.

Example: A well-crafted resume is essential for making a strong impression on potential employers in the online job market.

Cover Letter - A personalized letter accompanying a resume, highlighting the applicant's qualifications and interest in a specific job.

Example: A compelling cover letter can help job seekers stand out and demonstrate their fit for a particular role.

Job Posting - An advertisement or announcement created by an employer to attract qualified candidates for a job opening.

Example: Job postings on online platforms provide detailed information about job requirements, responsibilities, and qualifications.

Interview - A formal meeting between a job applicant and a potential employer to discuss the applicant's qualifications and fit for a job.

Example: Virtual interviews via video conferencing tools have become common in the online job market, allowing for remote candidate assessments.

Career Development - The process of managing one's professional growth and advancement over time.

Example: Investing in ongoing learning and skill development is crucial for career development in the rapidly evolving online job market.

Freelancing - Working independently on a project or temporary basis for multiple clients or companies.

Example: Freelancers often find work in the online job market through platforms like Upwork and Freelancer, offering their skills and services to a global audience.

Job Search Strategies - Various approaches and techniques used to find and secure employment opportunities.

Example: Effective job search strategies in the online job market may include using job search engines, networking, and customizing application materials.

Exercise 1: Speaking

Activity: Discussing Strategies for Success in the Online Job Market

Instructions:

Work in pairs or small groups. Share your experiences and insights on navigating the online job market, using the provided vocabulary. Discuss effective job search strategies, digital networking tips, and the importance of a strong online presence. Practice mock job interviews to improve communication skills and readiness for online interactions with potential employers.

Example Discussion Points:

Utilizing online job platforms and social media for job searches and networking. Tailoring resumes and cover letters for specific job applications in the digital space. Adapting to virtual interviews and showcasing professionalism in online interactions with employers. Exploring remote work opportunities and understanding the challenges and benefits of working outside a traditional office setting.

Exercise 2: Listening

Listening Task: Exploring Remote Work Opportunities

Listen to a panel discussion on the growth of remote work opportunities in the online job market. Take notes on the key points discussed and be prepared to share your insights with the group.

Listening Comprehension Questions:

1. What is the primary topic of the panel discussion?

- a) The challenges of working in an office environment
- b) The impact of remote work on the online job market
- c) The benefits of in-person networking events
- d) The importance of physical office locations

2. How has remote work influenced Sarah's career as a freelance writer?

- a) It has limited her professional network.
- b) It has restricted her to local clients only.
- c) It has provided her with flexibility and broadened her professional network.
- d) It has decreased the diversity of her writing assignments.

3. What does John, the recruiter, say about the impact of remote work on hiring practices?

- a) It has made it more difficult to find qualified candidates.
- b) It has limited the pool of candidates to those in close proximity.
- c) It has allowed companies to hire top candidates regardless of their location.
- d) It has reduced the importance of candidates' skills and communication abilities.

4. According to Amanda, what should job seekers emphasize on their resumes and LinkedIn profiles?

- a) Their ability to work in a traditional office setting
- b) Their remote work experience and digital skills
- c) Their physical location and willingness to relocate
- d) Their hobbies and personal interests

5. What additional advice does Amanda give to job seekers navigating the online job market?

- a) Focus solely on in-person networking events.
- b) Avoid showcasing adaptability to remote work environments.
- c) Engage in virtual networking events and showcase adaptability to remote work environments.
- d) Emphasize a preference for traditional office environments.

Exercise 3: Reading

The Rise of Online Job Platforms

The internet has revolutionized the way we search for jobs and careers. Online job platforms have become an essential tool for both job seekers and employers. These platforms provide a convenient and efficient way to connect with potential candidates and employers, making it easier to find the right fit.

One of the key advantages of online job platforms is their ability to reach a global audience. Job seekers can now access job opportunities from all over the world, and employers can tap into a pool of talented candidates from diverse backgrounds. Additionally, online job platforms provide a range of tools and resources to help job seekers improve their skills and increase their chances of getting hired.

However, the rise of online job platforms has also raised concerns about the future of traditional employment agencies and the potential for bias in the hiring process. Some critics argue that algorithms used by online job platforms can perpetuate existing biases and limit opportunities for certain groups of people.

Despite these concerns, online job platforms are here to stay. As the job market continues to evolve, it's essential for job seekers to develop the skills and strategies needed to succeed in this new landscape.

Reading Comprehension Questions:

1. What is the main advantage of online job platforms mentioned in the article?

- a) They are more expensive than traditional employment agencies
- b) They provide a convenient and efficient way to connect with potential candidates and employers
- c) They are only available in certain countries
- d) They are limited to specific industries

2. What is a concern raised about online job platforms?

- a) They are too expensive for job seekers
- b) They can perpetuate existing biases and limit opportunities for certain groups of people
- c) They are only used by large companies
- d) They are not secure

3. What is essential for job seekers to develop in order to succeed in the online job market?

- a) Technical skills only
- b) Soft skills only
- c) The skills and strategies needed to succeed in this new landscape
- d) A degree from a prestigious university

Exercise 4: Writing

Task 1: Complete the Sentences with Modals of Obligation

1. Job seekers _____ (must) create a professional online profile to increase their chances of getting hired.
2. Employers _____ (should) use a variety of online job platforms to reach a diverse pool of candidates.
3. It _____ (is necessary) for job seekers to tailor their resumes and cover letters to each job application.
4. Online job platforms _____ (must) ensure that their algorithms do not perpetuate existing biases.
5. Job seekers _____ (ought to) continuously develop their skills and knowledge to stay competitive in the job market.

Task 2: Choose the correct word or phrase

1. To increase their online visibility, job seekers should / must create a strong LinkedIn profile.
2. Employers are / might be hesitant to hire candidates who lack relevant work experience.
3. It is / might be essential for job seekers to have a strong network of professional contacts.
4. Online job platforms are / could be more effective if they provided more personalized job recommendations.
5. Job seekers should / can attend online career fairs to connect with potential employers.

UNIT 21: FINDING A JOB. IMPERATIVE MOOD.

Glossary

Resume

A document summarizing a person's education, work experience, and qualifications for a job.

Example: A well-organized resume can significantly increase your chances of landing an interview.

Cover Letter

A letter sent with, and explaining the contents of, another document or a parcel of goods.

Example: A personalized cover letter should accompany every resume you send to potential employers.

Networking

The action or process of interacting with others to exchange information and develop professional or social contacts.

Example: Networking at industry events can help you discover job opportunities that aren't advertised.

Interview

A meeting at which someone is asked questions to see if they are suitable for a job, course, etc.

Example: Prepare thoroughly for your job interview to make a great impression on your potential employer.

Job Portal

A website that lists job vacancies and allows applicants to submit their resumes and cover letters.

Example: Many companies post job openings on job portals to reach a large pool of candidates.

Recruiter

A person whose job is to find new employees for a company.

Example: A recruiter can help match your skills with suitable job openings in various organizations.

Soft Skills

Personal attributes that enable someone to interact effectively and harmoniously with other people.

Example: Communication and teamwork are essential soft skills that employers look for in candidates.

Hard Skills

Specific, teachable abilities or knowledge sets that are required for a job.

Example: Proficiency in Microsoft Excel is a hard skill often required for finance-related positions.

Internship

A temporary position with an emphasis on on-the-job training rather than merely employment.

Example: Completing an internship can provide valuable experience and make you more marketable to employers.

Reference

A person who can vouch for your qualifications and character.

Example: Always ask permission before listing someone as a reference on your job application.

Exercise 1: Speaking

Activity: Discussing Job Search Strategies

Instructions:

1. Work in small groups.
2. Discuss different strategies for finding a job using the vocabulary from the glossary.
3. Provide specific examples of successful job search methods you or someone you know has used.
4. Identify the most effective ways to network and apply for jobs.
5. Prepare a brief presentation to share your group's insights with the class.

Example Discussion Points:

- The importance of having a well-structured resume and cover letter tailored to each job application.
- Utilizing job portals and networking events to discover job openings.
- The role of recruiters in helping candidates find suitable positions.
- How internships can lead to full-time employment opportunities.
- The significance of soft skills and hard skills in making a candidate attractive to employers.

Exercise 2: Listening

Listening Task: Tips from a Career Coach

Listen to an interview with a career coach providing tips on finding a job. Then, answer the questions based on the information provided.

Listening Comprehension Questions:

- 1. What is the first step job seekers should take according to Laura Peterson?**
 - a) Apply to as many jobs as possible
 - b) Update and tailor their resume
 - c) Write a generic cover letter
 - d) Look for jobs in different fields
- 2. Why is networking important in the job search process?**
 - a) It helps you learn new skills
 - b) Many jobs are filled through referrals
 - c) It guarantees a job offer
 - d) It is not very important

3. What should candidates do to prepare for job interviews?

- a) Dress casually
- b) Memorize their resume
- c) Research the company and practice common questions
- d) Avoid asking questions to the interviewer

4. What attitude should job seekers maintain during their job search?

- a) Negative and pessimistic
- b) Positive and persistent
- c) Indifferent
- d) Desperate

Exercise 3: Reading

The Importance of Networking in Job Search

In today's competitive job market, networking has become an essential tool for job seekers. Building a professional network can help you uncover job opportunities that are not advertised publicly. By attending industry events, joining professional associations, and leveraging social media platforms like LinkedIn, job seekers can connect with potential employers and other professionals in their field.

Networking can also provide valuable insights into industry trends and company cultures. Informational interviews with industry professionals can help you learn more about the roles you are interested in and the skills required to succeed in those roles. Additionally, referrals from your network can give you a competitive edge over other candidates.

While networking might seem daunting, it's important to remember that it's about building relationships and offering mutual support. Approach networking with a genuine interest in getting to know others and offering your assistance where possible. Over time, your network will grow, and so will the opportunities available to you.

Reading Comprehension Questions:

1. Why is networking considered an essential tool for job seekers?

- a) It guarantees a job offer
- b) It helps uncover job opportunities that are not publicly advertised
- c) It allows you to avoid job interviews
- d) It is only useful for certain industries

2. How can networking provide insights into industry trends and company cultures?

- a) Through formal job applications
- b) By reading company websites

- c) Through informational interviews with industry professionals
- d) By watching online tutorials

3. What is an advantage of getting referrals from your network?

- a) It guarantees higher salaries
- b) It reduces the need for a resume
- c) It gives you a competitive edge over other candidates
- d) It eliminates the need for cover letters

4. What is a key approach to effective networking?

- a) Focusing solely on your needs
- b) Building relationships and offering mutual support
- c) Avoiding industry events
- d) Asking for job offers directly

Exercise 4: Writing

Task 1: Writing Imperative Sentences

Complete the following sentences using the imperative mood.

1. _____ (Update) your resume regularly to reflect your latest skills and experiences.
2. _____ (Attend) networking events to connect with industry professionals.
3. _____ (Research) the company thoroughly before going to an interview.
4. _____ (Customize) your cover letter for each job application.
5. _____ (Practice) common interview questions to prepare effectively.

Task 2: Writing a Job Search Plan

Write a job search plan using the imperative mood. Your plan should include steps such as updating your resume, networking, applying for jobs, preparing for interviews, and following up.

Example:

1. Update your resume to highlight your most recent experiences and skills.
2. Create a professional LinkedIn profile to increase your online visibility.
3. Join industry-specific groups and attend networking events to meet potential employers.
4. Apply to job postings on various job portals daily.
5. Tailor your cover letter to match each job description.
6. Practice answering common interview questions and researching the companies you're interviewing with.

7. Follow up with a thank-you email after each interview to reiterate your interest in the position.

UNIT 22: FIXED PROCEDURES OR FLEXIBILITY? DILEMMA – FOR LOVE OR MONEY?

Glossary

Fixed Procedures

Standardized processes or protocols that must be followed strictly.

Example: Fixed procedures ensure consistency and reliability in manufacturing.

Flexibility

The ability to adapt to new, different, or changing requirements.

Example: Flexibility in project management allows teams to respond quickly to unforeseen challenges.

Efficiency

Achieving maximum productivity with minimum wasted effort or expense.

Example: Fixed procedures can increase efficiency by reducing errors and rework.

Innovation

The process of translating an idea or invention into a good or service that creates value.

Example: Flexibility can foster innovation by encouraging creative problem-solving.

Compliance

Conformity in fulfilling official requirements.

Example: Companies must follow fixed procedures to ensure compliance with regulations.

Adaptability

The quality of being able to adjust to new conditions.

Example: Adaptability is crucial in a rapidly changing market environment.

Protocol

A system of rules that explain the correct conduct and procedures to be followed in formal situations.

Example: The emergency response team follows a strict protocol during drills.

Standardization

The process of implementing and developing technical standards.

Example: Standardization helps ensure that products and services are reliable and of high quality.

Exercise 1: Speaking

Activity: Debating Fixed Procedures vs. Flexibility

Instructions:

1. Work in small groups.
2. Discuss the advantages and disadvantages of fixed procedures and flexibility in the workplace.
3. Provide specific examples from different industries to support your arguments.
4. Identify scenarios where one approach might be more beneficial than the other.
5. Prepare a brief presentation to share your group's insights with the class.

Example Discussion Points:

- Fixed procedures can enhance efficiency and compliance but may stifle innovation.
- Flexibility can lead to greater adaptability and innovation but might result in inconsistencies.
- The healthcare industry often requires strict protocols, while the tech industry might benefit from flexibility.

Exercise 2: Listening

Listening Task: Balancing Procedures and Flexibility

Listen to an interview with a business expert discussing the balance between fixed procedures and flexibility in the workplace. Then, answer the questions based on the information provided.

Listening Comprehension Questions:

1. Why is balancing fixed procedures and flexibility important according to James Roberts?

- a) To increase profits
- b) To maintain efficiency and compliance while fostering innovation and adaptability
- c) To avoid any changes in the company
- d) To implement strict rules

2. How might a software development firm achieve this balance?

- a) By having no procedures at all
- b) By having fixed procedures for code review and flexibility in developing new features

- c) By enforcing strict protocols for everything
- d) By allowing complete freedom without any guidelines

3. What is one challenge of maintaining the balance between fixed procedures and flexibility?

- a) Lack of innovation
- b) Resistance to change from employees
- c) Too much flexibility
- d) Overly strict procedures

4. What advice does James Roberts give for maintaining the balance?

- a) Never change procedures
- b) Avoid employee feedback
- c) Regularly review and update procedures and encourage feedback from employees
- d) Stick to one approach exclusively

Exercise 3: Reading

Fixed Procedures or Flexibility?

In many workplaces, there is an ongoing debate between adhering to fixed procedures and allowing flexibility. Fixed procedures provide a clear framework that can lead to increased efficiency and compliance with regulatory standards. They ensure consistency and reliability, particularly in industries where precision is crucial, such as manufacturing and healthcare.

On the other hand, flexibility allows organizations to adapt to changes and encourages innovation. It can be particularly beneficial in dynamic industries like technology, where the ability to pivot quickly in response to new developments can provide a competitive edge. Flexibility also supports a more responsive and engaged workforce, as employees feel empowered to make decisions and contribute creatively to problem-solving.

However, a balance must be struck. Too rigid an adherence to procedures can stifle creativity and slow down response times. Conversely, too much flexibility can lead to inconsistencies and a lack of clear direction. Companies need to find a middle ground that maintains the strengths of both approaches. This often involves setting essential fixed procedures for critical processes while allowing flexibility in areas where creativity and rapid adaptation are key.

Finding this balance requires regular assessment and adjustment of procedures, strong leadership, and open communication with employees. By achieving this balance, organizations can create an environment that is both efficient and innovative, ultimately driving long-term success.

Reading Comprehension Questions:

1. Why are fixed procedures important in certain industries?

- a) They allow for complete freedom and creativity.
- b) They provide a clear framework that increases efficiency and compliance.
- c) They make companies less adaptable to changes.
- d) They eliminate the need for employee decision-making.

2. How can flexibility benefit organizations in dynamic industries?

- a) By slowing down response times
- b) By ensuring consistency and reliability
- c) By allowing organizations to adapt to changes and encouraging innovation
- d) By strictly adhering to regulatory standards

3. What is a potential downside of too rigid an adherence to procedures?

- a) Increased innovation
- b) Enhanced creativity
- c) Stifling creativity and slowing down response times
- d) Better compliance with regulations

4. What is essential for finding a balance between fixed procedures and flexibility?

- a) Ignoring employee feedback
- b) Regular assessment and adjustment of procedures, strong leadership, and open communication
- c) Avoiding any changes to established procedures
- d) Prioritizing one approach over the other exclusively

Exercise 4: Writing

Task 1: Writing Future Tenses

Complete the following sentences using the future tense.

1. Companies _____ (need) to regularly review their procedures to ensure they remain effective.
2. By next year, we _____ (implement) a new flexible work policy.
3. Employees _____ (benefit) from training sessions on balancing procedures and flexibility.
4. The management team _____ (discuss) potential changes to our fixed protocols in the upcoming meeting.
5. Innovations _____ (continue) to shape how we balance procedures and flexibility in the future.

Task 2: Writing a Future Plan for Balancing Procedures and Flexibility

Write a plan using the future tense on how your organization will balance fixed procedures and flexibility. Your plan should include steps such as reviewing current procedures, gathering employee feedback, implementing changes, and monitoring the results.

Example:

1. We will begin by conducting a comprehensive review of our current procedures to identify areas that require flexibility.
2. Our team will gather feedback from employees to understand their experiences and suggestions for improvement.
3. We will implement changes to allow more flexibility in non-critical processes while maintaining fixed procedures for essential tasks.
4. Training sessions will be conducted to help employees adapt to the new balanced approach.
5. We will monitor the impact of these changes through regular assessments and adjust as necessary to ensure both efficiency and innovation.

UNIT 23: PROMOTING THE PRODUCT: MARKETING TO STUDENTS

Glossary

Promotion

Activities that communicate the merits of the product and persuade target customers to buy it.

Example: The company launched a social media promotion to attract new customers.

Target Audience

A particular group of consumers identified as the recipients of an advertisement or campaign.

Example: The target audience for this product includes college students and young professionals.

Brand Awareness

The extent to which consumers are familiar with the qualities or image of a particular brand.

Example: Increasing brand awareness is crucial for the new product's success.

Digital Marketing

The promotion of products or brands via electronic media, mainly on the internet.

Example: Digital marketing strategies include social media campaigns and email marketing.

Engagement

Interaction between a brand and its consumers.

Example: High engagement on social media indicates that consumers are interested in the content.

Influencer

A person who has the power to influence the buying decisions of others because of their authority, knowledge, position, or relationship with their audience.

Example: The company partnered with an influencer to promote their product to a wider audience.

Content Marketing

A type of marketing that involves creating and sharing online material that does not explicitly promote a brand but aims to stimulate interest in its products or services.

Example: Blogs and videos are common content marketing tools.

SEO (Search Engine Optimization)

The process of improving the quality and quantity of website traffic by increasing the visibility of a website to users of a web search engine.

Example: Effective SEO strategies can significantly boost a website's ranking on search engines.

Campaign

A series of actions or events that are meant to achieve a particular result, such as promoting a product.

Example: The marketing team is planning a campaign to launch the new product.

Conversion Rate

The percentage of visitors to a website that complete a desired goal (e.g., making a purchase).

Example: Improving the website's user experience can help increase the conversion rate.

Exercise 1: Speaking

Activity: Discussing Marketing Strategies for Students**

Instructions:

1. Work in small groups.
2. Discuss different strategies for marketing a product to students using the vocabulary from the glossary.

3. Provide specific examples of successful marketing campaigns targeting students.
4. Identify the most effective channels for reaching the student demographic.
5. Prepare a brief presentation to share your group's insights with the class.

Example Discussion Points:

- The importance of digital marketing and social media in reaching students.
- Using influencers to increase brand awareness and engagement among students.
- Creating engaging content that resonates with the student lifestyle.
- The role of SEO in making the product more visible to students searching online.
- Running promotions and campaigns during key times, such as back-to-school season.

Exercise 2: Listening

Listening Task: Effective Student Marketing

Listen to an interview with a marketing expert discussing effective strategies for marketing to students. Then, answer the questions based on the information provided.

Listening Comprehension Questions:

1. Why are students an important demographic for marketers?

- a) They have a lot of disposable income
- b) They are early adopters and influential
- c) They rarely change their purchasing habits
- d) They prefer traditional marketing methods

2. Which platforms are crucial for digital marketing to students?

- a) LinkedIn and Twitter
- b) Facebook and Pinterest
- c) Instagram, TikTok, and YouTube
- d) Snapchat and WhatsApp

3. What was the key strategy in the fashion brand's successful campaign?

- a) Using traditional advertising methods
- b) Offering significant discounts
- c) Collaborating with popular student influencers
- d) Advertising in student newspapers

4. What is important for companies to remember when marketing to students?

- a) Focus solely on high-quality visuals

- b) Avoid social media marketing
- c) Stay authentic and listen to student feedback
- d) Use only professional endorsements

Exercise 3: Reading

Marketing to Students: Strategies and Success Stories

Marketing to students presents unique challenges and opportunities. As a demographic, students are highly connected, tech-savvy, and influential. They are often early adopters of new products and trends, making them a valuable target audience for many brands.

Digital marketing is essential when reaching students. Social media platforms like Instagram, TikTok, and YouTube are particularly effective due to their popularity among young people. Brands that create engaging content on these platforms can capture students' attention and foster a sense of community. Partnering with influencers who have a strong following among students can further amplify a brand's reach and credibility.

Content marketing is another effective strategy. Providing valuable and entertaining content can attract and retain a student audience. Blogs, videos, and interactive posts that resonate with student interests and lifestyles can drive engagement and build brand loyalty. For instance, a tech company might create video tutorials on useful apps for students or a fitness brand might share workout tips tailored for busy college schedules.

SEO is also crucial in making sure that students can find your products or services online. Optimizing your website with relevant keywords ensures that your content appears in search results when students are looking for related information.

Successful campaigns often leverage a mix of these strategies. For example, a study app might run a campaign featuring YouTube tutorials, Instagram stories from influencers, and SEO-optimized blog posts about effective study habits. This multi-channel approach ensures broad reach and engagement across different platforms students use.

By understanding the preferences and behaviors of students, brands can tailor their marketing efforts to effectively engage this dynamic and influential audience.

Reading Comprehension Questions:

1. Why are students considered a valuable target audience for many brands?

- a) They have high disposable income
- b) They are highly connected, tech-savvy, and influential
- c) They prefer traditional marketing methods
- d) They have stable and consistent purchasing habits

2. Which social media platforms are most effective for reaching students?

- a) Facebook and LinkedIn
- b) Twitter and Pinterest
- c) Instagram, TikTok, and YouTube
- d) Snapchat and WhatsApp

3. How can content marketing attract and retain a student audience?

- a) By offering significant discounts
- b) By providing valuable and entertaining content
- c) By using traditional advertising methods
- d) By avoiding social media platforms

4. What is the benefit of using SEO in marketing to students?

- a) It reduces marketing costs
- b) It ensures content appears in search results when students look for related information
- c) It guarantees high engagement on social media
- d) It eliminates the need for influencer partnerships

Exercise 4: Writing

Task 1: Writing Future Tenses

Complete the following sentences using the future tense.

1. Companies _____ (focus) more on digital marketing to reach student audiences in the coming years.
2. By next semester, we _____ (launch) a new campaign targeting university students.
3. Influencers _____ (play) a crucial role in our marketing strategy moving forward.
4. The marketing team _____ (analyze) feedback from students to improve our campaigns.
5. Social media engagement _____ (continue) to be a key metric for measuring success.

Task 2: Writing a Future Plan for Marketing to Students

Write a plan using the future tense on how your organization will market a product to students. Your plan should include steps such as identifying the target audience, creating engaging content, leveraging influencers, and monitoring the campaign's effectiveness.

Example:

1. We will begin by identifying our target audience within the student demographic to understand their preferences and behaviors.
2. Our team will create engaging content tailored to student interests, including blogs, videos, and interactive social media posts.
3. We will leverage influencers who resonate with students to amplify our reach and build credibility.
4. SEO strategies will be implemented to ensure our content appears in relevant search results, increasing our visibility online.
5. We will monitor the effectiveness of our campaign by analyzing engagement metrics and gathering feedback from students, adjusting our approach as needed to maximize impact.

UNIT 24: MAKING SUGGESTIONS. SHOWING REACTION.

Glossary

These expressions and examples can help facilitate communication and collaboration in various contexts, whether in a professional setting or among friends and colleagues.

Making Suggestions:

1. How about...?

- How about we schedule a meeting to discuss this further?

2. Why don't we...?

- Why don't we consider launching a promotional campaign?

3. Let's...

- Let's brainstorm ideas for the new project.

4. We could...

- We could explore new markets to expand our customer base.

5. What if we...?

- What if we introduce a loyalty program for our regular customers?

6. Have you considered...?

- Have you considered reaching out to industry experts for advice?

7. I suggest that we..

- I suggest that we allocate more resources to research and development.

Showing Reaction:

1. That sounds like a great idea.

- A: Let's implement a feedback system for customer reviews.
- B: That sounds like a great idea. It would help us improve our services.

2. I'm not sure about that.

- A: We should increase our prices to boost profits.
- B: Hmm, I'm not sure about that. It might drive away some of our customers.

3. I'm all for it.

- A: Let's organize team-building activities to improve morale.
- B: I'm all for it. It could strengthen our team dynamics.

4. That might work, but...

- A: Let's launch the product without any market research.
- B: That might work, but I think it's risky without understanding our target audience.

5. I'm not convinced.

- A: Let's invest in traditional advertising methods.
- B: I'm not convinced. Digital marketing might yield better results in reaching our target demographic.

6. That's worth considering.

- A: We should hire more staff to handle the increased workload.
- B: That's worth considering, especially if it improves efficiency.

7. I couldn't agree more.

- A: We need to prioritize customer satisfaction above all else.
- B: I couldn't agree more. Happy customers are key to our success.

Exercise 1: Speaking

Activity: Making Suggestions and Reacting

Instructions:

1. Work in pairs.
2. Take turns making suggestions about a given scenario.
3. React to your partner's suggestions, expressing agreement, disagreement, or offering alternative ideas.
4. Practice using vocabulary related to suggestions, reactions, and opinions.
5. Provide constructive feedback to each other on the effectiveness of your suggestions and reactions.

Example Dialogue:

A: What do you think we should do to improve customer satisfaction?

B: Well, one suggestion could be to offer more personalized customer support.

A: That's a good idea. I agree. Another option might be to streamline our returns process to make it more convenient for customers.

B: I'm not sure about that. I think focusing on training our support staff to handle inquiries more efficiently would be more effective.

A: That's an interesting perspective. Let's discuss both options further and see which would have a greater impact.

Exercise 2: Listening

Listening Task: Assessing Proposals

Listen to a discussion between colleagues assessing proposals for a new marketing campaign. Then, answer the questions based on the information provided.

Listening Comprehension Questions:

1. What is Proposal A's suggestion for the marketing campaign?

- a) Launching a series of interactive online events
- b) Collaborating with social media influencers
- c) Hosting live events featuring influencers
- d) Focusing on improving customer service

2. What is Proposal B focused on?

- a) Hosting live events
- b) Interactive online events
- c) Influencer partnerships
- d) Virtual product demonstrations

3. Which proposal combines elements of both Proposal A and Proposal B?

- a) Proposal A
- b) Proposal B
- c) Proposal C
- d) None of the above

4. According to Colleague 2, which proposal offers the best approach?

- a) Proposal A
- b) Proposal B
- c) Proposal C
- d) None of the proposals

Exercise 3: Reading

Making Suggestions: Effective Strategies for Team Collaboration

Effective collaboration often involves making suggestions and reacting to the ideas of others in a constructive manner. Here are some strategies for making suggestions and showing reactions in a team setting:

1. Be open-minded: Listen to the suggestions of others with an open mind, even if they differ from your own ideas.
2. Provide rationale: When making suggestions, provide reasoning or evidence to support your ideas. This helps others understand your perspective and increases the likelihood of your suggestions being considered.
3. Encourage brainstorming: Create a supportive environment where team members feel comfortable sharing their ideas without fear of criticism.
4. Offer constructive feedback: When reacting to the suggestions of others, provide constructive feedback that highlights both strengths and areas for improvement.
5. Explore alternatives: Instead of immediately rejecting suggestions that don't align with your own ideas, explore alternative solutions that incorporate elements from multiple suggestions.

By implementing these strategies, teams can effectively collaborate to generate innovative ideas and solutions.

Reading Comprehension Questions:

- 1. What is one strategy for effective collaboration mentioned in the reading?**
 - a) Rejecting ideas that differ from your own
 - b) Providing rationale for suggestions
 - c) Discouraging brainstorming sessions
 - d) Avoiding constructive feedback
- 2. Why is it important to be open-minded when collaborating with a team?**
 - a) To assert dominance over other team members
 - b) To create a supportive environment for sharing ideas
 - c) To discourage brainstorming and creativity
 - d) To limit the generation of innovative solutions
- 3. What should team members do when reacting to the suggestions of others?**
 - a) Provide only positive feedback
 - b) Offer constructive feedback highlighting strengths and areas for improvement
 - c) Immediately reject suggestions that differ from their own
 - d) Discourage alternative solutions

4. How can exploring alternatives contribute to effective collaboration?

- a) By limiting the generation of innovative ideas
- b) By encouraging a narrow focus on one solution
- c) By incorporating elements from multiple suggestions
- d) By discouraging brainstorming sessions

Exercise 4: Writing

Task: Grammar Exercise - Future Perfect Tense

Part 1: Fill in the Blanks

Complete the following sentences using the future perfect tense of the verbs in brackets.

1. By the end of next month, our team _____ (complete) the project.
2. In five years, she _____ (achieve) her career goals.
3. By next year, the company _____ (expand) its market presence globally.
4. By the time you arrive, we _____ (finish) setting up the event.
5. In ten years, technology _____ (advance) significantly.

Part 2: Writing a Paragraph

Write a paragraph describing a future scenario using the future perfect tense. Include at least three verbs in the future perfect tense.

Example:

By the time I retire, I will have traveled to at least ten different countries. I will have visited famous landmarks, experienced different cultures, and made unforgettable memories. Additionally, I will have learned several new languages, enriching my travel experiences even further.

UNIT 25: DILEMMA - GUERRILLA MARKETING

Glossary

Guerrilla Marketing

An unconventional and creative marketing strategy that involves low-cost, high-impact tactics to reach a target audience.

Example: The company used guerrilla marketing techniques, such as flash mobs and street art, to promote their new product.

Ambush Marketing

A type of guerrilla marketing where a company associates itself with an event or activity without being an official sponsor.

Example: The company was accused of ambush marketing when they handed out free products at the music festival without permission.

Viral Marketing

A marketing strategy that encourages customers to share a message or product with others, often through social media or word-of-mouth.

Example: The company's viral marketing campaign, which involved a humorous video, spread quickly across the internet and increased brand awareness.

Stealth Marketing

A type of guerrilla marketing where a company promotes a product or service without disclosing their involvement.

Example: The company was accused of stealth marketing when they created a fake blog to promote their new product.

Experiential Marketing

A marketing strategy that involves creating memorable experiences for customers to engage with a product or service.

Example: The company's experiential marketing campaign, which involved a pop-up store, allowed customers to interact with their new product in a unique way.

Undercover Marketing

A type of guerrilla marketing where a company uses covert or secretive tactics to promote a product or service.

Example: The company's undercover marketing campaign, which involved hiring actors to promote their product in public, was met with controversy.

Exercise 1: Speaking

Activity: Dilemma - Guerrilla Marketing

Instructions:

1. Work in pairs or small groups.
2. Imagine you are a marketing team and have been tasked with promoting a new product using guerrilla marketing tactics.
3. Discuss and debate the pros and cons of using different guerrilla marketing strategies, such as ambush marketing, viral marketing, stealth marketing, experiential marketing, or undercover marketing.

4. Consider the potential risks and benefits of each strategy and decide which one to use.
5. Present your decision and justification to the class.

Example Dialogue:

A: I think we should use ambush marketing to promote our new product. It's a great way to get attention and create buzz.

B: But isn't ambush marketing a bit risky? We could get in trouble for associating ourselves with an event without permission.

A: That's true, but the potential benefits outweigh the risks. And we can always apologize and pull back if things get out of hand.

B: I'm not sure. I think viral marketing might be a better option. We can create a funny video or meme that will spread quickly online.

A: But how do we ensure that the message stays on track and doesn't get lost in the noise?

B: Good point. Maybe we should combine both strategies and create a viral marketing campaign that also incorporates ambush marketing tactics.

Exercise 4: Listening

Listening Task: Guerrilla Marketing Strategies

Listen to a discussion between two marketing experts, Rachel and Mike, about different guerrilla marketing strategies. Then, answer the questions based on the information provided.

Rachel: Hi Mike, have you heard about the new guerrilla marketing campaign that's been making waves online?

Mike: Yeah, I saw it on social media. It's a really creative way to promote a product. But I'm not sure if it's the right approach for every company.

Rachel: That's true. Guerrilla marketing can be risky, but it can also be very effective. What do you think about using ambush marketing tactics?

Mike: Well, ambush marketing can be a bit controversial. I think it's better to focus on viral marketing, where you create a message or product that encourages customers to share it with others.

Rachel: I agree. Viral marketing is a great way to reach a wider audience. But what about experiential marketing? Have you seen any effective campaigns recently?

Mike: Actually, I have. A company recently created a pop-up store that allowed customers to interact with their new product in a unique way. It was really engaging and generated a lot of buzz.

Rachel: That sounds like a great idea. And what about stealth marketing? Do you think it's a good approach for companies?

Mike: Hmm, I'm not sure. Stealth marketing can be a bit deceptive, and it might damage a company's reputation if it's not done carefully.

Listening Comprehension Questions:

1. What type of marketing campaign is making waves online?

- a) Viral marketing
- b) Ambush marketing
- c) Experiential marketing
- d) Guerrilla marketing

2. What does Mike think about using ambush marketing tactics?

- a) He thinks it's a great approach
- b) He thinks it's a bit controversial
- c) He thinks it's not effective
- d) He thinks it's too expensive

3. What type of marketing does Rachel and Mike agree on?

- a) Ambush marketing
- b) Viral marketing
- c) Experiential marketing
- d) Stealth marketing

4. What is an example of experiential marketing mentioned in the conversation?

- a) A pop-up store
- b) A flash mob
- c) A social media campaign
- d) A product giveaway

5. What is Mike's concern about stealth marketing?

- a) It's too expensive
- b) It's not effective

- c) It might damage a company's reputation
- d) It's too time-consuming

Exercise 3: Reading

Read the passage and fill in the gaps with appropriate words given below:

Ambush, viral, unethical, undercover

Guerrilla marketing is a creative and unconventional way to reach a target audience. One example of guerrilla marketing is _____ (1) marketing, where a company associates itself with an event or activity without being an official sponsor. This type of marketing can be risky, but it can also generate a lot of buzz and attention. Another example is _____ (2) marketing, which involves creating a message or product that encourages customers to share it with others. This type of marketing is often used on social media and can spread quickly online.

However, guerrilla marketing can also be controversial. Some critics argue that it is _____ (3) and manipulative, as it often involves covert or secretive tactics. For example, a company might use _____ (4) marketing, where they hire actors to promote their product in public without disclosing their involvement. This type of marketing can be seen as deceptive and may damage a company's reputation.

Despite the risks, many companies are turning to guerrilla marketing as a way to stand out in a crowded marketplace. With the right strategy and execution, guerrilla marketing can be a powerful tool for reaching new customers and increasing brand awareness.

Write in the space if the statement TRUE/FALSE

1. Guerrilla marketing is a traditional and conventional way to reach a target audience. (False)
2. Ambush marketing is a type of guerrilla marketing that involves creating a message or product that encourages customers to share it with others. (False)
3. Viral marketing is often used on social media and can spread quickly online. (True)
4. Undercover marketing is a type of guerrilla marketing that involves creating a memorable experience for customers. (False)

Exercise 4: Writing

Complete the sentences using the correct form of the verb in parentheses:

- a) By the time we launched our guerrilla marketing campaign, _____ (to create) a lot of buzz on social media.

b) If we _____ (to use) ambush marketing, we would have gotten in trouble with the event organizers.

c) By using viral marketing, we _____ (to reach) a much larger audience than we expected.

2. Choose the correct form of the modal verb to complete the sentences:

a) We _____ (can/must) use stealth marketing to promote our new product, but we need to be careful not to get caught.

b) With the right strategy, guerrilla marketing _____ (can/may) be a powerful tool for increasing brand awareness.

3. Write a short paragraph (50-75 words) using the vocabulary and grammar structures from the unit. For example:

Our company decided to use guerrilla marketing to promote our new product. We created a viral marketing campaign that encouraged customers to share a funny video with their friends. However, we also considered using ambush marketing to associate ourselves with a popular event. In the end, we decided against it, as we didn't want to risk damaging our reputation.

Here is a revised Unit on Price Trends:

UNIT 26: PRICE TRENDS - MAKE IT CHEAPER AND CHEAPER

Glossary

Price Trend

A pattern or direction of price movement over time.

Example: The price trend for electronics has been declining over the past few years.

Discount

A reduction in the usual price of a product or service.

Example: The store is offering a 20% discount on all winter clothing.

Sale

A period of time when products or services are sold at a lower price than usual.

Example: The summer sale starts next week, and we expect a lot of customers.

Clearance

The sale of remaining stock at a greatly reduced price, usually to make room for new inventory.

Example: The store is having a clearance sale on all last season's models.

Price War

A situation in which companies compete with each other by lowering their prices.

Example: The two supermarkets engaged in a price war, causing prices to drop significantly.

Inflation

A sustained increase in the general price level of goods and services in an economy over time.

Example: The country is experiencing high inflation, making it difficult for people to afford basic necessities.

Deflation

A sustained decrease in the general price level of goods and services in an economy over time.

Example: The economy is experiencing deflation, causing prices to drop and making it harder for companies to make a profit.

Exercise 1: Speaking

Activity: Making it Cheaper and Cheaper

Instructions:

1. Work in pairs or small groups.
2. Imagine you are marketing managers tasked with reducing the prices of a new product to make it more competitive in the market.
3. Discuss and debate different pricing strategies, such as offering discounts, having sales, or clearing out old stock.
4. Consider the potential risks and benefits of each strategy and decide which one to use.
5. Present your decision and justification to the class.

Example Dialogue:

A: I think we should offer a 10% discount on our new product to attract more customers.

B: But wouldn't that reduce our profit margin? Maybe we should consider having a sale instead.

A: That's a good point. But if we have a sale, we might lose credibility with our customers.

B: Not if we position it as a limited-time offer. We could also consider clearing out old stock to make room for new inventory.

A: That's an interesting idea. Let's crunch the numbers and see which strategy would be most effective.

Exercise 2: Listening

Listening Task: Price Trends

Listen to the passage about price trends and answer the questions based on the information provided.

Listening Comprehension Questions:

1. What is a price trend?

- a) The direction in which prices are moving over a specific period
- b) The level of competition in the market
- c) The quality of a product
- d) The cost of production

2. What type of price trend is the electronics industry experiencing?

- a) Upward
- b) Downward
- c) Sideways
- d) Unknown

3. Why are retailers able to offer discounts on certain products?

- a) Due to the high demand for electronics
- b) Due to the advancement in technology
- c) Due to the rising cost of raw materials
- d) Due to the high cost of living

4. What is the predicted trend in the cost of living?

- a) Downward
- b) Upward
- c) Sideways
- d) Unknown

Exercise 3: Reading

The price trend of oil has been a topic of interest over the past decades. In the 1970s, the price of oil experienced a significant upward trend due to the oil embargo imposed by the Organization of Arab Exporting Countries (OPEC). This led to a sharp increase in the cost of living and had a major impact on the global economy.

In the 1980s and 1990s, the price of oil experienced a downward trend due to increased production and decreased demand. This led to a decrease in the cost of living and had a positive impact on the global economy.

However, in the 2000s, the price of oil began to rise again due to increased demand from emerging economies such as China and India. This led to a significant increase in the cost of living and had a major impact on the global economy.

In recent years, the price of oil has experienced a downward trend due to increased production from shale oil and decreased demand. This has led to a decrease in the cost of living and has had a positive impact on the global economy.

Write in the space if the statement TRUE/FALSE

1. The price of oil experienced a downward trend in the 1970s. ___
2. The price of oil increased in the 2000s due to decreased demand. ___
3. The price of oil has experienced a downward trend in recent years. ___
4. The price of oil is expected to increase in the near future. ___

Multiple Choice Questions:

1. What was the main reason for the increase in oil prices in the 1970s?

- a) Increased production
- b) Decreased demand
- c) Oil embargo imposed by OPEC
- d) Increased exploration

2. What was the impact of the downward trend in oil prices in the 1980s and 1990s?

- a) Increase in the cost of living
- b) Decrease in the cost of living
- c) No impact on the global economy
- d) Unknown

3. What is the main reason for the downward trend in oil prices in recent years?

- a) Decreased production
- b) Increased demand
- c) Increased production from shale oil
- d) Decreased exploration

4. What is the expected trend in oil prices in the near future?

- a) Upward trend
- b) Downward trend
- c) Sideways trend
- d) Unknown

Exercise 4: Writing

1. Complete the sentences using the correct form of the verb in parentheses:

- a) By next year, the company _____ (to reduce) its prices by 20%.
- b) If we _____ (to offer) a discount, we would attract more customers.

2. Choose the correct form of the modal verb to complete the sentences:

- a) We _____ (can/must) lower our prices to stay competitive in the market.
- b) The company _____ (may/might) increase its prices if the cost of raw materials rises.

Write a short paragraph (50-75 words) using the vocabulary and grammar structures from the unit. For example:

To stay competitive in the market, we need to make our product cheaper and cheaper. One strategy is to offer discounts to attract more customers. Alternatively, we could consider having a sale or clearing out old stock to make room for new inventory. By reducing our prices, we can increase sales and maintain our market share.

UNIT 27: PRICING STRATEGY. PRESENT PERFECT

Glossary

Pricing Strategy

A plan or approach to setting prices for a product or service to achieve specific business goals.

Example: Our pricing strategy is to offer discounts to loyal customers.

Penetration Pricing

A pricing strategy where a company sets a low initial price to attract customers and gain market share.

Example: The company used penetration pricing to launch its new product.

Skim Pricing

A pricing strategy where a company sets a high initial price to maximize profits before competition increases.

Example: The tech company used skim pricing to take advantage of its innovative product.

Bundle Pricing

A pricing strategy where a company offers multiple products or services at a discounted price.

Example: The software company offers a bundle pricing deal for its suite of products.

Value-based Pricing

A pricing strategy where a company sets prices based on the perceived value of its product or service to customers.

Example: The luxury car brand uses value-based pricing to reflect the high quality of its vehicles.

Price Elasticity

The responsiveness of demand to changes in price.

Example: The company found that the demand for its product was highly price elastic.

Price Floor

The minimum price a company is willing to accept for its product or service.

Example: The company set a price floor to ensure it didn't sell below cost.

Exercise 1: Speaking

Activity: Two Truths and a Lie (Present Perfect)

Instructions:

1. Work in pairs.
2. Take turns telling two true statements and one false statement about a company's pricing strategy using the Present Perfect tense.
3. The other person has to guess which statement is the lie.

Example:

A: Our company has increased prices three times in the past year, has offered discounts to loyal customers, and has never changed its pricing strategy.

B: Hmm, I think the lie is that our company has never changed its pricing strategy.

Exercise 2: Listening

Listening Task: Pricing Strategy

Listen to a passage about a company's pricing strategy and answer the questions based on the information provided.

Listening Comprehension Questions:

1. Why did Amazon increase its prices on certain products in the past year?

- a) To offset the rising costs of shipping and handling
- b) To attract more customers
- c) To reduce its market share
- d) To follow its competitors' prices

2. Who has Amazon offered discounts to?

- a) All customers
- b) Loyal customers
- c) New customers
- d) No one

3. What type of pricing strategy has Amazon started to use for its premium products?

- a) Penetration pricing
- b) Skim pricing
- c) Value-based pricing
- d) Bundle pricing

4. What is Amazon considering using in the future to manage its pricing?

- a) Penetration pricing
- b) Skim pricing
- c) Dynamic pricing
- d) Bundle pricing

Exercise 3: Reading

Pricing Strategy of Apple

Apple, the tech giant, is known for its premium pricing strategy, which reflects the high quality and innovation of its products. In the past few years, the company has increased its prices on certain products, such as the iPhone and MacBook, to maintain its profit margins. This move was aimed at offsetting the rising costs of research and development, as well as the increasing competition from rival companies like Samsung and Huawei.

However, Apple has also offered discounts on older models to attract budget-conscious customers. This approach has helped the company to clear out inventory and make room for new products. Additionally, Apple has used value-based pricing for its new products, such as the Apple Watch, to reflect their unique features and

benefits. This approach takes into account the product's features, quality, and customer perceived value.

As a result of these pricing decisions, Apple's sales have increased, and the company has been able to maintain its market share. The company's pricing strategy has also been influenced by its competitors, such as Samsung and Huawei, which have been trying to undercut Apple's prices. To stay ahead, Apple has been monitoring its competitors' prices and adjusting its own prices accordingly.

Fill-in-the-gap answers:

1. By the end of the year, Apple _____ (to increase) its prices on certain products to maintain its profit margins.
2. The company _____ (to offer) discounts on older models to attract budget-conscious customers.
3. Apple _____ (to use) value-based pricing for its new products to reflect their unique features and benefits.
4. As a result of its pricing decisions, Apple _____ (to maintain) its market share.

Write in the space if the statement TRUE/FALSE

1. Apple has decreased its prices on all products in the past few years. ____
2. Apple offers discounts on all its products. ____
3. Apple uses penetration pricing for its new products. ____
4. Apple's pricing strategy has helped the company maintain its market share. ____

Exercise 4: Writing

1. Complete the sentences using the correct form of the Present Perfect tense:

- a) By the end of the year, the company _____ (to increase) its prices three times.
- b) The company _____ (to offer) discounts to loyal customers for the past five years.

2. Choose the correct form of the Present Perfect tense to complete the sentences:

- a) The company _____ (to use) value-based pricing for its premium products since 2010.

b) The company _____ (to maintain) its market share through its effective pricing strategy.

Short Writing Task:

Explain the concept of Present Perfect tense and provide three examples of its use in sentences related to pricing strategy.

Example:

The Present Perfect tense is used to describe an action that started in the past and continues up to the present moment. It is often used to talk about experiences, accomplishments, and changes that have occurred over time. In the context of pricing strategy, the Present Perfect tense can be used to describe a company's pricing decisions and their effects.

For example:

The company has increased its prices three times this year to keep up with inflation. We have offered discounts to loyal customers for the past five years to retain their business.

The company has used value-based pricing for its premium products since 2010 to reflect their high quality.

UNIT 28 DILEMMA – STOCK MARKET CHALLENGE

Glossary

Stock Market Challenge

A simulated trading competition where participants invest virtual money in a stock market to learn about trading and investing strategies.

Example: The university organized a stock market challenge to help students understand the dynamics of trading.

Investment Portfolio

A collection of various investments, such as stocks, bonds, and real estate, owned by an individual or institution.

Example: Diversifying your investment portfolio can help reduce risk.

Bull Market

A market condition where prices are rising or are expected to rise, encouraging buying.

Example: The stock market has been in a bull market for the past two years.

Bear Market

A market condition where prices are falling or are expected to fall, encouraging selling.

Example: During a bear market, investors often sell off their stocks to avoid losses.

Market Volatility

The rate at which the price of a security increases or decreases for a given set of returns.

Example: High market volatility can create opportunities for short-term traders.

Diversification

A risk management strategy that mixes a wide variety of investments within a portfolio.

Example: Diversification helps to mitigate the risks associated with individual investments.

Liquidity

The ease with which an asset can be converted into cash without affecting its market price.

Example: Stocks are generally more liquid than real estate.

Capital Gain

The profit earned from the sale of an asset, such as stocks, bonds, or real estate.

Example: The investor realized a significant capital gain from selling his shares at a higher price.

Dividend

A portion of a company's earnings distributed to shareholders.

Example: The company announced a quarterly dividend to reward its shareholders.

Initial Public Offering (IPO)

The first sale of a company's stock to the public.

Example: The tech startup's IPO was highly anticipated by investors.

Exercise 1: Speaking

Activity: Predicting Stock Market Outcomes

Instructions:

1. Work in pairs.
2. Each person takes turns predicting the outcome of a stock market scenario using the First Conditional.
3. Discuss whether you think the prediction is realistic and why.

Example:

A: If the company's new product launch is successful, its stock price will increase.

B: I agree. But if the product fails, the stock price will drop significantly.

Exercise 2: Listening

Listening Task: Dilemma – Stock Market Challenge in Uzbekistan

Listen to the passage about the stock market challenge in Uzbekistan and answer the questions based on the information provided.

Listening Comprehension Questions:

1. What was the purpose of the stock market challenge organized by the local university in Uzbekistan?

- a) To raise funds for the university
- b) To encourage students to learn about investing
- c) To promote local tech startups
- d) To provide real money to students for investing

2. What dilemma did Ali face during the stock market challenge?

- a) Whether to invest in a tech startup or a traditional company
- b) Whether to sell his shares at a loss or hold onto them
- c) How to diversify his investment portfolio
- d) How to analyze market trends

3. What caused the stock price of the tech startup to plummet?

- a) Poor financial performance
- b) Delay in its new product launch
- c) Market volatility
- d) Negative media coverage

4. What was the outcome of Ali's decision to hold onto his shares?

- a) The stock price continued to decline
- b) The stock price rebounded
- c) He incurred a significant loss
- d) He sold his shares at a higher price

Exercise 4

Exercise 3: Reading

Dilemma – Stock Market Challenge

Participating in a stock market challenge can be both exciting and educational. These challenges often simulate real-world trading and provide participants with virtual money to invest in stocks. The goal is to make as much profit as possible within a set period. However, these challenges can also present dilemmas and difficult decisions.

One common dilemma is whether to invest in high-risk, high-reward stocks or to play it safe with more stable investments. For example, in a recent stock market challenge, a participant named Sarah faced a tough decision. She had invested in a promising biotech company that showed great potential. Initially, her investment performed well, and the stock price soared. However, midway through the challenge, the company faced regulatory issues, causing the stock price to drop significantly. Sarah had to decide whether to sell her shares at a loss or hold onto them, hoping the company would recover.

Sarah chose to hold her shares, believing the company's long-term potential outweighed the short-term setback. Her decision proved wise when the company resolved its regulatory issues, and the stock price rebounded. This experience taught Sarah valuable lessons about market volatility, risk management, and the importance of staying informed about her investments.

Stock market challenges provide a safe environment for participants to learn about investing without risking real money. They highlight the complexities of the stock market and the importance of making informed decisions. Whether investing in real or virtual markets, understanding the risks and potential rewards is crucial for success.

Write in the space if the statement TRUE/FALSE

1. Stock market challenges involve real money investments. ____
2. Sarah decided to sell her shares immediately after the stock price dropped. ____
3. The biotech company faced regulatory issues. ____
4. Sarah's decision to hold her shares resulted in a positive outcome. ____

Multiple Choice Questions

1. What is the goal of participating in a stock market challenge?

- a) To lose as much money as possible
- b) To learn about investing and make a profit
- c) To simulate real-world trading with real money
- d) To promote specific companies

2. What caused the stock price of the biotech company to drop?

- a) Poor financial performance
- b) Regulatory issues
- c) Market competition
- d) Negative media coverage

3. What lesson did Sarah learn from her experience in the stock market challenge?

- a) Always sell shares when their price drops
- b) High-risk investments are not worth it
- c) Staying informed about investments is crucial
- d) Investing in biotech companies is always risky

4. What type of environment do stock market challenges provide for participants?

- a) High-risk, real-money trading
- b) Competitive and stressful
- c) Safe and educational
- d) Unpredictable and risky

Exercise 4: Writing

First Conditional Exercises

1. Complete the sentences using the correct form of the First Conditional:

a) If the stock market continues to rise, we _____ (to see) a significant increase in our investment.

b) If you diversify your investment portfolio, you _____ (to reduce) your risk.

2. Choose the correct form of the First Conditional to complete the sentences:

a) If the company announces a new product, its stock price _____ (will/might) increase.

b) If you invest in high-risk stocks, you _____ (may/might) experience high returns but also high losses.

Short Writing Task:

Explain the concept of the First Conditional and provide three examples of its use in sentences related to stock market challenges.

The First Conditional is used to describe a possible future event and its likely result. It is often used to talk about real and possible situations. The structure of the First Conditional is: If + present simple, will + base form of the verb.

For example:

1. If the company releases a positive earnings report, its stock price will rise.
2. If investors panic, the market will become more volatile.
3. If you research thoroughly before investing,

UNIT 29: PROBLEMS – FIGHTING FRAUD

Glossary

Fraud

Intentional deception made for personal gain or to damage another individual.

Example: The company implemented new security measures to prevent fraud.

Embezzlement

The theft or misappropriation of funds placed in one's trust or belonging to one's employer.

Example: The manager was charged with embezzlement after taking money from the company's accounts.

Identity Theft

The fraudulent acquisition and use of a person's private identifying information, usually for financial gain.

Example: She was a victim of identity theft when someone used her personal information to open credit accounts.

Money Laundering

The process of concealing the origins of money obtained illegally by passing it through a complex sequence of banking transfers or commercial transactions.

Example: The authorities suspected the company of money laundering due to irregularities in their financial records.

Forgery

The action of forging a document, signature, banknote, or work of art.

Example: He was arrested for forgery after attempting to cash a fake check.

Whistleblower

A person who informs on a person or organization engaged in an illicit activity.

Example: The whistleblower exposed the fraud occurring within the company.

Cybercrime

Criminal activities carried out by means of computers or the internet.

Example: Cybercrime is on the rise, with hackers stealing sensitive information from companies.

Audit

An official inspection of an individual's or organization's accounts, typically by an independent body.

Example: The company underwent an audit to ensure there were no discrepancies in their financial statements.

Compliance

The act of adhering to or conforming with laws and regulations.

Example: Compliance with anti-fraud regulations is crucial for all financial institutions.

Due Diligence

The investigation or exercise of care that a reasonable business or person is expected to take before entering into an agreement or contract.

Example: The company conducted due diligence before finalizing the merger to ensure there were no hidden liabilities.

Exercise 1: Speaking

Activity: Role Play – Reporting Fraud

Instructions:

1. Work in pairs.
2. One person takes the role of an employee who has discovered fraudulent activity in the company.
3. The other person takes the role of a manager who listens to the report and asks questions to gather more information.
4. Use the following questions as a guide for the manager:
 - What kind of fraudulent activity have you discovered?
 - How did you come across this information?
 - Do you have any evidence to support your claims?
 - What steps have you taken since discovering this activity?

Example:

A: I have discovered some suspicious transactions in the company's accounts that suggest embezzlement.

B: What kind of suspicious transactions have you found?

A: I noticed large sums of money being transferred to an unknown account.

B: How did you come across this information?

Exercise 2: Listening

Listening Task: Problems – Fighting Fraud in Uzbekistan

Listen to the passage about fighting fraud in Uzbekistan and answer the questions based on the information provided.

Listening Comprehension Questions:

1. What has become a top priority for the government and businesses in Uzbekistan?

- a) Increasing trade
- b) Fighting fraud
- c) Reducing taxes
- d) Promoting tourism

2. What specific types of fraud have seen a significant increase in Uzbekistan?

- a) Cybercrime and money laundering
- b) Embezzlement and identity theft
- c) Forgery and whistleblowing
- d) Compliance and due diligence

3. What initiative has the Ministry of Finance taken to combat fraud?

- a) Lowering taxes
- b) Establishing an anti-fraud unit
- c) Offering tax incentives
- d) Promoting tourism

4. What was discovered by the internal audit team in the recent case?

- a) Increased profits
- b) Embezzlement scheme
- c) Expansion opportunities
- d) Regulatory compliance

Exercise 3: Reading

Problems – Fighting Fraud

Fighting fraud is a complex and ongoing challenge for businesses and governments worldwide. Fraud can take many forms, including embezzlement, identity theft, money laundering, and cybercrime. These activities not only result in significant financial losses but also damage reputations and erode public trust.

One effective strategy for combating fraud is the implementation of robust internal controls. Internal controls are procedures and mechanisms designed to safeguard assets, ensure financial reporting accuracy, and promote operational efficiency. For example, regular audits can help detect and prevent fraudulent activities by identifying discrepancies in financial records. Additionally, businesses can invest in

advanced technologies, such as data analytics and machine learning, to monitor transactions and detect unusual patterns that may indicate fraud.

Employee training and awareness programs are also crucial in the fight against fraud. Educating employees about common fraud schemes and encouraging them to report suspicious activities can help organizations identify and address potential threats early. Furthermore, establishing a clear whistleblower policy that protects those who report fraud from retaliation is essential for fostering a culture of transparency and accountability.

Governments play a vital role in combating fraud through legislation and regulation. By setting strict legal frameworks and imposing severe penalties for fraudulent activities, governments can deter individuals and organizations from engaging in fraud. International cooperation is also important, as fraud often involves cross-border activities. Sharing information and best practices between countries can enhance global efforts to combat fraud.

In conclusion, fighting fraud requires a multifaceted approach that includes robust internal controls, employee education, advanced technologies, strong legal frameworks, and international cooperation. By working together, businesses and governments can reduce the incidence of fraud and protect the integrity of financial systems.

Exercise 3

Write in the space if the statement TRUE/FALSE

1. Fighting fraud is only a concern for businesses, not governments. ____
2. Internal controls help safeguard assets and ensure financial reporting accuracy. ____
3. Employee training is not necessary for preventing fraud. ____
4. International cooperation is important in combating fraud. ____

Multiple Choice Questions:

1. What are internal controls designed to do?

- a) Increase profits
- b) Safeguard assets and ensure financial reporting accuracy
- c) Promote sales
- d) Expand market share

2. Why is employee training important in the fight against fraud?

- a) It helps increase sales
- b) It promotes brand loyalty
- c) It educates employees about common fraud schemes
- d) It encourages investment

3. What is the role of governments in combating fraud?

- a) Promoting tourism
- b) Setting strict legal frameworks and imposing penalties
- c) Reducing taxes
- d) Increasing exports

4. Why is international cooperation important in combating fraud?

- a) It increases trade opportunities
- b) It enhances global efforts to combat fraud
- c) It promotes cultural exchange
- d) It reduces travel costs

Exercise 4: Writing

Second Conditional Exercises:

1. Complete the sentences using the correct form of the Second Conditional:

- a) If the company _____ (to have) better internal controls, it _____ (to prevent) the fraud.
- b) If employees _____ (to report) suspicious activities, they _____ (to help) identify fraud early.

2. Choose the correct form of the Second Conditional to complete the sentences:

- a) If the government _____ (to implement) stricter regulations, fraud _____ (to decrease).
- (implemented, would decrease)
- b) If businesses _____ (to invest) in advanced technologies, they _____ (to detect) fraud more effectively.
- (invested, would detect)

Short Writing Task:

Explain the concept of the Second Conditional and provide three examples of its use in sentences related to fighting fraud.

The Second Conditional is used to describe hypothetical situations that are unlikely to happen or are not true in the present. It is often used to talk about imaginary scenarios and their possible outcomes. The structure of the Second Conditional is: If + past simple, would + base form of the verb.

In the context of fighting fraud, the Second Conditional can be used to discuss potential strategies and their effects.

For example:

- If the company implemented stronger internal controls, it would reduce the risk of fraud.
- If employees were more aware of fraud schemes, they would report suspicious activities.
- If the government passed stricter anti-fraud laws, there would be fewer cases of fraud.

UNIT 30 PASSIVES. DILEMMA – A FAIR DECISION

Glossary - Expressions and Idioms about A Fair Decision

Fair and Square

Meaning: Honestly and according to the rules.

Example: She won the competition fair and square.

On the Level

Meaning: Honest and sincere.

Example: I think he's on the level, so we can trust his decision.

The Right Thing to Do

Meaning: The morally correct choice.

Example: Apologizing for the mistake was the right thing to do.

Level Playing Field

Meaning: A situation where everyone has the same opportunities.

Example: The new regulations will help create a level playing field for all competitors.

Justice is Blind

Meaning: Justice is impartial and objective.

Example: In a court of law, justice is blind, and everyone should be treated equally.

Give Someone a Fair Shake

Meaning: To treat someone fairly.

Example: Let's give him a fair shake before making a judgment.

Cut and Dried

Meaning: *Simple and straightforward decision.*

Example: The rules are cut and dried, so there's no room for debate.

Balanced Judgment

Meaning: A decision made with careful consideration of all sides.

Example: The judge was known for making balanced judgments.

Exercise 1: Speaking

Activity: Role Play – Making a Fair Decision

Instructions:

1. Work in pairs.
2. One person plays the role of a manager faced with a dilemma about whether to promote a long-time employee who is underperforming or a new employee who shows great promise.
3. The other person plays the role of an advisor who provides input on how to make a fair decision.
4. Discuss the dilemma and use expressions and idioms related to making fair decisions.

Example:

A: I have to decide whether to promote John, who has been with us for 10 years but is underperforming, or Sarah, who is new but shows great promise.

B: It's important to consider this fairly. Have you given both of them a fair shake?

A: I have, but it's tough because promoting John feels like the right thing to do given his loyalty.

B: True, but remember, the decision should be fair and square. Maybe look at their recent performances objectively.

Exercise 2: Listening

Listening Comprehension Questions:

- 1. What dilemma did the company face in the passage?**
 - a) Choosing a new CEO
 - b) Deciding which employees to let go during downsizing
 - c) Selecting a new product to launch
 - d) Determining the company's future strategy
- 2. What method did the company use to make their decision?**
 - a) Random selection
 - b) Employee vote
 - c) Transparent evaluation process
 - d) External consultants
- 3. What was the goal of the committee's evaluation process?**

- a) To identify the highest-paid employees
- b) To create a level playing field for all employees
- c) To promote the newest employees
- d) To find reasons to retain senior employees

4. How did the company ensure the decision was understood by the employees?

- a) They sent out emails
- b) They held meetings with the employees
- c) They posted the results on the company's website
- d) They asked for employee feedback

Exercise 3: Reading

Reading Passage: Dilemma – A Fair Decision

In any organization, leaders often face dilemmas that require making fair decisions. One common scenario involves handling conflicts of interest. For example, consider a situation where a company executive has to decide whether to award a lucrative contract to a supplier owned by a family member. Although the family member's business offers competitive rates and high-quality services, the executive must avoid any appearance of favoritism.

To navigate this dilemma, the executive should follow a transparent decision-making process. First, the executive should disclose the conflict of interest to the board of directors and recuse themselves from the decision-making process. The board can then form a committee to evaluate all potential suppliers based on objective criteria such as cost, quality, and reliability. This helps ensure that the final decision is made on a level playing field, without undue influence.

Additionally, the committee should document their evaluation process and decision rationale. This transparency not only helps in making a fair decision but also maintains the trust of stakeholders and employees. If the family member's business is selected, it should be clear that the decision was based on merit, not favoritism.

Ultimately, fair decision-making in such dilemmas requires adherence to principles of honesty, transparency, and impartiality. By creating a process that is fair and square, leaders can resolve conflicts of interest while upholding the integrity of their organization.

Write in the space if the statement TRUE/FALSE

- 1. The executive should keep the conflict of interest confidential to avoid bias. ___
- 2. The board should use objective criteria to evaluate potential suppliers. ___
- 3. Transparency in decision-making helps maintain stakeholder trust. ___
- 4. Favoritism is acceptable if the family member's business offers the best deal. ___

Multiple Choice Questions:

1. What should the executive do first when faced with a conflict of interest?

- a) Award the contract to the family member
- b) Disclose the conflict of interest to the board
- c) Make the decision independently
- d) Hide the conflict of interest

2. What is the purpose of forming a committee to evaluate suppliers?

- a) To reduce costs
- b) To ensure objective decision-making
- c) To delay the decision
- d) To promote the executive's family business

3. Why should the committee document their evaluation process?

- a) To create a report for investors
- b) To ensure the process is transparent
- c) To increase the company's profits
- d) To promote competition

4. What principles are important for fair decision-making in dilemmas?

- a) Profitability, efficiency, and speed
- b) Honesty, transparency, and impartiality
- c) Secrecy, loyalty, and favoritism
- d) Innovation, creativity, and flexibility

Exercise 4: Writing

Passive Voice Explanation

The passive voice is used to focus on the action or the recipient of the action rather than who or what is performing the action. It is formed by using the verb "to be" + past participle of the main verb. The passive voice is often used when the doer of the action is unknown, unimportant, or obvious from the context.

Active Voice: The manager made the decision.

Passive Voice: The decision was made by the manager.

Forming the Passive Voice:

1. Identify the object of the active sentence.
2. Move the object to the subject position.

3. Conjugate the verb "to be" in the appropriate tense.
4. Add the past participle of the main verb.
5. (Optional) Include the agent (the doer) with "by" if necessary.

Examples:

- **Present Simple:** The company employs many people. -> Many people are employed by the company.
- **Past Simple:** The committee reviewed the case. -> The case was reviewed by the committee.
- **Present Perfect:** They have implemented new policies. -> New policies have been implemented.

Writing activity

1. Rewrite the following sentences in the passive voice:

- a) The team completed the project on time.
- b) The CEO announced the new strategy.
- c) They have improved the customer service process.
- d) The company will launch a new product next month.

UNIT 31 COMPLAINING - GETTING BETTER SERVICE

Glossary

Expressions and Idioms about Complaining

Vent One's Spleen

Meaning: To express one's anger or frustration.

Example: After waiting for hours, she finally had to vent her spleen about the poor service.

Kick Up a Fuss

Meaning: To complain loudly or vigorously.

Example: The customer kicked up a fuss when the restaurant served cold food.

Raise Cain

Meaning: To create a disturbance or cause trouble.

Example: The passengers raised Cain when the flight got delayed for the third time.

Make a Scene

Meaning: To create a public display of anger or upset.

Example: He made a scene at the store when they refused to refund his purchase.

Air One's Grievances

Meaning: To express one's complaints or grievances.

Example: The employees aired their grievances about the unfair working conditions.

Voice Discontent

Meaning: To express dissatisfaction or unhappiness.

Example: The citizens voiced their discontent over the government's new policies.

Lodge a Complaint

Meaning: To formally register a complaint or grievance.

Example: She decided to lodge a complaint with the manager about the rude behavior of the staff.

Get Off One's Chest

Meaning: To talk about something that has been bothering or upsetting you.

Example: After weeks of frustration, he finally got off his chest about the poor communication within the team.

Exercise 1: Speaking

Activity: Role Play – Resolving a Complaint

Instructions:

1. Work in pairs.
2. One person plays the role of a dissatisfied customer with a complaint about a product or service.
3. The other person plays the role of a customer service representative.
4. The dissatisfied customer should express their complaint using idioms and expressions related to complaining.
5. The customer service representative should respond appropriately and try to resolve the complaint.

Example:

Customer: I need to vent my spleen about the terrible experience I had with your delivery service. I waited for hours, and my package still hasn't arrived!

Customer Service Rep: I understand your frustration, and I apologize for the inconvenience. Let me check the status of your delivery and see what we can do to resolve this issue.

Exercise 2: Listening

Listening Task: Complaining – Getting Better Service

Listen to the passage about complaining and getting better service and answer the questions based on the information provided.

Listening Comprehension Questions:

1. How should businesses view customer complaints?

- a) As irrelevant feedback
- b) As valuable feedback
- c) As an opportunity to dismiss customers
- d) As a reason to ignore customers

2. What proactive steps can businesses take to resolve complaints?

- a) Offering refunds, replacements, or discounts
- b) Ignoring complaints
- c) Dismissing customer feedback
- d) Firing dissatisfied customers

3. What should businesses do if they notice patterns or trends in customer complaints?

- a) Ignore them
- b) Address underlying issues
- c) Increase prices
- d) Blame customers for complaining

4. How can businesses empower frontline staff to handle complaints effectively?

- a) By ignoring customer feedback
- b) By providing training and authority
- c) By discouraging customer complaints
- d) By blaming frontline staff for complaints

Exercise 3: Reading

Complaining – Getting Better Service

Customer complaints are a vital source of feedback for businesses seeking to improve their products and services. When customers encounter issues or dissatisfaction, they often voice their concerns through various channels, including in-person interactions, phone calls, emails, and social media.

Smart businesses recognize the value of addressing customer complaints promptly and effectively. By resolving complaints to the customer's satisfaction, businesses

can not only retain their existing customers but also enhance their reputation and attract new customers through positive word-of-mouth.

One effective strategy for handling complaints is to establish clear procedures and protocols for frontline staff. Customer service representatives should be trained to listen actively, empathize with customers, and offer appropriate solutions. Moreover, businesses should empower their staff to make decisions and resolve complaints on the spot, without the need for lengthy approval processes.

In addition to addressing individual complaints, businesses should also analyze customer feedback to identify recurring issues or trends. This might involve tracking complaint data, conducting customer surveys, and monitoring online reviews and social media comments. By identifying common pain points, businesses can prioritize improvements that address the root causes of customer dissatisfaction.

Furthermore, businesses can leverage technology to streamline the complaint resolution process. Automated systems can categorize and route complaints to the appropriate departments for faster resolution. Additionally, self-service options such as FAQs, knowledge bases, and chatbots can help customers find answers to common questions and issues on their own.

Overall, businesses that prioritize complaint resolution and customer satisfaction are more likely to thrive in today's competitive market. By listening to their customers, taking complaints seriously, and implementing meaningful improvements, businesses can build trust, loyalty, and long-term success.

Fill-in-the-gap answers:

1. By the end of the year, Apple _____ its prices on certain products to maintain its profit margins.
2. The company _____ discounts on older models to attract budget-conscious customers.
3. Apple _____ value-based pricing for its new products to reflect their unique features and benefits.
4. As a result of its pricing decisions, Apple _____ its market share.

Write in the space if the statement TRUE/FALSE

1. Apple has decreased its prices on all products in the past few years. ____
2. Apple offers discounts on all its products. ____
3. Apple uses penetration pricing for its new products. ____
4. Apple's pricing strategy has helped the company maintain its market share. ____

Exercise 4 Writing

Task 1: Using the correct form of the verb

Complete the sentences with the correct form of the verb in brackets.

1. By the time I arrived, the customer _____ (already, vent) his spleen about the poor service.
2. If the company _____ (not, take) our complaint seriously, we would have taken our business elsewhere.
3. The customer service representative _____ (try) to resolve the issue, but the customer was still unhappy.
4. By the end of the conversation, the customer _____ (get) off his chest about the problem.

Task 2: Using conditional sentences

Complete the sentences with the correct form of the verb in brackets.

1. If the company _____ (handle) the complaint better, we would have continued to use their services.
2. If the customer _____ (not, make) a scene, the situation would have been resolved more quickly.
3. If the customer service representative _____ (be) more empathetic, the customer would have felt more satisfied.
4. If the company _____ (not, ignore) our complaint, we would have remained loyal customers.

Task 3: Using passive voice

Complete the sentences with the correct form of the verb in brackets.

1. The complaint _____ (investigate) by the customer service team, and a resolution was offered.
2. The customer's feedback _____ (analyze) to identify areas for improvement.
3. The issue _____ (resolve) quickly and efficiently by the customer service representative.
4. The customer's concerns _____ (address) promptly, and a satisfactory outcome was achieved.

UNIT 32: DEALING WITH PROBLEMS. DILEMMA - SERVICE NOT INCLUDED

Glossary - Expressions and Idioms about Dealing with Problems

Navigate Through Troubled Waters

Meaning: To successfully manage difficult situations or challenges.

Example: Despite facing financial difficulties, the company navigated through troubled waters and emerged stronger.

Grasp the Nettle

Meaning: To confront a difficult or unpleasant situation directly.

Example: Instead of avoiding the issue, it's time to grasp the nettle and address the problem head-on.

Weather the Storm

Meaning: To endure a difficult situation or period of adversity.

Example: The small business managed to weather the storm of the economic recession and remained profitable.

Face an Uphill Battle

Meaning: To encounter significant difficulties or obstacles.

Example: Implementing the new policy will be challenging; we're facing an uphill battle to gain employee support.

Tackle Head-On

Meaning: To confront or deal with a problem directly and decisively.

Example: It's time to tackle the issue of workplace harassment head-on and create a safe environment for all employees.

Ride Out the Storm

Meaning: To endure a difficult situation until it passes.

Example: Despite the challenges, we need to stay resilient and ride out the storm together.

Rise to the Occasion

Meaning: To successfully meet or handle a challenge or difficult situation.

Example: In times of crisis, it's essential for leaders to rise to the occasion and provide guidance to their team.

Navigate Troubled Waters

Meaning: To successfully manage difficult situations or challenges.

Example: Despite facing financial difficulties, the company navigated through troubled waters and emerged stronger.

Exercise 1: Speaking

Activity: Role Play – Resolving a Dilemma

Instructions:

Work in pairs.

One person plays the role of a customer or client facing a dilemma or problem.

The other person plays the role of a service provider or advisor.

The customer or client should express their dilemma or problem using idioms and expressions related to dealing with problems.

The service provider or advisor should respond appropriately and try to offer solutions or advice.

Example:

Customer: I'm facing an uphill battle trying to complete this project on time. There are too many obstacles in my way!

Service Provider: I understand the challenges you're facing, but let's brainstorm solutions together. Perhaps we can delegate tasks more effectively to overcome these obstacles and meet the deadline.

Exercise 2 Listening

Listening Task: Dilemma – Service Not Included

Listen to the following passage about a dilemma involving a service not being included and answer the questions based on the information provided.

Listening Comprehension Questions:

1. What is the customer's dilemma?

- a) The product arrived damaged.
- b) The product does not function properly.
- c) The warranty was not included as advertised.
- d) The delivery of the product was delayed.

2. How does the customer service representative plan to address the dilemma?

- a) By offering a refund.
- b) By sending the warranty certificate via email.
- c) By blaming the customer for the misunderstanding.
- d) By ignoring the customer's complaint.

3. What additional gesture does the company offer to the customer?

- a) A replacement product.
- b) A refund for the purchase.
- c) A complimentary accessory kit.
- d) A discount on future purchases.

4. How does the customer respond to the resolution of the dilemma?

- a) With frustration.
- b) With gratitude.
- c) With indifference.
- d) With anger.

Exercise 3 Reading

Dilemma – Service Not Included

Many consumers have experienced the frustration of purchasing a product or service only to find out that what was promised was not delivered. This common dilemma often leaves customers feeling dissatisfied and misled.

Imagine ordering a new appliance online, excitedly awaiting its arrival, only to discover upon unpacking it that a crucial component or service, such as a warranty, is missing. This scenario is not uncommon in the world of consumerism, where discrepancies between what is advertised and what is received can lead to significant inconvenience and frustration for customers.

In such situations, customers are left with a dilemma: how to address the issue and ensure that they receive what was promised. Some may choose to contact the company directly to seek a resolution, while others may resort to posting negative reviews or lodging complaints with consumer protection agencies.

For companies, failing to deliver on promised services or features can damage their reputation and erode consumer trust. It is essential for businesses to honor their commitments to customers and promptly rectify any discrepancies or errors in their offerings. By doing so, companies can demonstrate their commitment to customer satisfaction and maintain positive relationships with their clientele.

In conclusion, the dilemma of services not being included as advertised highlights the importance of transparency, honesty, and accountability in business practices. Customers deserve to receive what they pay for, and companies have a responsibility to uphold their end of the bargain to ensure customer satisfaction and loyalty.

Fill-in gaps exercises:

1. In such situations, customers are left with a dilemma: how to _____ the issue and ensure that they receive what was promised.
2. For companies, failing to deliver on promised services or features can damage their _____.
3. It is essential for businesses to honor their commitments to customers and promptly rectify any discrepancies or errors in their _____.

4. The dilemma of services not being included as advertised highlights the importance of transparency, honesty, and _____ in business practices.
5. Customers deserve to receive what they pay for, and companies have a responsibility to _____ their end of the bargain.

Write in the space if the statement TRUE/FALSE

1. In the passage, customers are often satisfied when they find out that what was promised was not delivered. ____
2. The scenario described in the passage is common in the world of consumerism. ____
3. Some customers may choose to resort to posting positive reviews in such situations. ____
4. Failing to deliver on promised services or features can enhance a company's reputation. ____
5. The passage suggests that companies should promptly rectify any discrepancies or errors in their offerings. ____

Exercise 4 Writing

Fill-in-the-Gap Exercises Using Expressions and Idioms about Dealing with Problems

rise, ride, tackle, facing, weather, grasp, navigate

1. Despite facing numerous challenges, the team managed to _____ through troubled waters and complete the project on time.
2. The CEO decided it was time to _____ the nettle and address the company's declining sales figures directly.
3. Although the market was unstable, the investors were determined to _____ the storm and wait for better times.
4. Implementing the new software system proved to be _____ an uphill battle due to resistance from employees.
5. To solve the ongoing issues in the department, the manager decided to _____ the problems head-on.

6. The community had to _____ out the storm after the devastating hurricane caused widespread damage.
7. When the unexpected crisis hit, the team leader _____ to the occasion and guided everyone through the challenges.
8. Even though the startup faced many obstacles, it successfully _____ through troubled waters and became profitable.
9. After weeks of uncertainty, the company was able to _____ the storm and come out stronger than before.
10. The project was full of unforeseen difficulties, but the team members decided to _____ the nettle and find solutions together.
11. The new policy implementation was a challenge, and the manager knew they were _____ an uphill battle to get everyone on board.
12. The organization had to _____ out the storm during the economic downturn to remain in business.
13. In the face of adversity, she always _____ to the occasion and led her team with confidence.
14. To overcome the logistical issues, the operations manager decided to _____ the problem head-on.
15. The small business had to _____ through troubled waters during the financial crisis to survive.

UNIT 33 INCREASING PRODUCTIVITY - CAR MANUFACTURING

Glossary - Expressions and Idioms about Car Manufacturing

Assembly Line

Meaning: A manufacturing process in which parts are added to a product in a sequential manner to create a finished product.

Example: The introduction of the assembly line revolutionized car manufacturing by significantly increasing production speed.

Crank Up Production

Meaning: To increase the rate or level of production.

Example: The factory cranked up production to meet the high demand for the new car model.

Drive Efficiency

Meaning: To improve the effectiveness and productivity of manufacturing processes.

Example: Implementing new technologies helped drive efficiency in the car manufacturing plant.

On the Fast Track

Meaning: Rapidly moving towards achieving a goal or completing a project.

Example: The new car model is on the fast track to production thanks to the streamlined processes.

Rev Up

Meaning: To increase speed or intensity.

Example: The company decided to rev up their marketing efforts to boost car sales.

Streamline Operations

Meaning: To simplify or make more efficient.

Example: The company streamlined operations by adopting lean manufacturing techniques.

Shift Gears

Meaning: To change methods or approaches.

Example: After the initial strategy failed, the management had to shift gears to meet production targets.

Under the Hood

Meaning: Behind the scenes or internal workings of a system or process.

Example: The engineers worked tirelessly under the hood to improve the car's performance.

Fine-Tune

Meaning: To make small adjustments to improve performance.

Example: The technicians fine-tuned the engine to enhance its efficiency.

Rolling Off the Assembly Line

Meaning: Refers to the completion and exit of products from the manufacturing process.

Example: The new electric cars will start rolling off the assembly line next month.

Exercise 1: Speaking

Activity: Role Play – Increasing Productivity in Car Manufacturing

Instructions:

1. Work in pairs.
2. One person plays the role of a car manufacturing plant manager.
3. The other person plays the role of a productivity consultant.
4. The plant manager should describe current productivity issues using idioms and expressions related to car manufacturing.
5. The consultant should suggest strategies to increase productivity and respond appropriately.

Example:

Plant Manager: We're facing challenges with the assembly line. Despite our efforts to crank up production, we're not meeting our targets.

Consultant: I understand. We need to streamline operations and possibly shift gears by adopting new technologies to drive efficiency. Let's look under the hood and fine-tune the process.

Exercise 2: Listening

Listening Task: Increasing Productivity – Car Manufacturing in Uzbekistan

Listen to the passage about increasing productivity in car manufacturing in Uzbekistan and answer the questions based on the information provided.

Listening Comprehension Questions:

1. What has Uzbekistan's car manufacturing industry focused on to increase productivity?

- a) Reducing labor
- b) Implementing advanced technologies and lean manufacturing techniques
- c) Increasing manual work
- d) Ignoring waste reduction

2. What has been a key strategy in Uzbekistan's shift towards more sustainable production?

- a) Increasing fossil fuel use
- b) Introducing electric and hybrid car models
- c) Reducing production
- d) Increasing waste

3. How has collaboration with international companies benefited Uzbekistan's car manufacturers?

- a) By reducing production standards
- b) By bringing in valuable expertise and innovation

- c) By decreasing automation
- d) By increasing labor costs

4. What has been the result of the modernization and innovation in Uzbekistan's car manufacturing sector?

- a) Decrease in exports
- b) Rapid growth in domestic sales and exports
- c) Decline in production
- d) Increase in waste

5. What is Uzbekistan's goal for its car manufacturing industry?

- a) To reduce production
- b) To solidify its position in the competitive car manufacturing industry
- c) To focus on manual labor
- d) To increase production costs

Exercise 3: Reading

Increasing Productivity – Car Manufacturing

Car manufacturing is a complex industry that requires constant innovation and efficiency to stay competitive. Increasing productivity in this sector involves adopting new technologies, optimizing processes, and ensuring high standards of quality.

One effective approach is the implementation of lean manufacturing principles. These principles focus on reducing waste, improving workflow, and enhancing product quality. By streamlining operations, manufacturers can achieve faster production times and lower costs. Automation plays a crucial role in this, allowing for precise and consistent manufacturing processes.

Another key factor in increasing productivity is workforce training. Skilled workers who are familiar with the latest technologies and best practices are essential for maintaining high productivity levels. Continuous training programs help employees stay up-to-date with industry advancements and improve their efficiency.

Furthermore, collaboration with suppliers and partners can lead to better resource management and innovation. Strong relationships with suppliers ensure a steady flow of materials and components, reducing downtime and delays. Partnerships with technology firms can bring in new solutions that further enhance productivity.

In addition, focusing on sustainability and environmental responsibility can also drive productivity. Implementing eco-friendly practices not only reduces costs but also appeals to environmentally conscious consumers. Electric and hybrid vehicles are becoming increasingly popular, and their production requires specific processes and technologies.

Overall, increasing productivity in car manufacturing involves a combination of advanced technologies, efficient processes, skilled workforce, and sustainable

practices. By continuously innovating and improving, car manufacturers can meet the demands of the market and maintain a competitive edge.

Fill-in-the-Gap Exercises:

1. The implementation of _____ principles help reduce waste and improve workflow.
2. Skilled workers who undergo continuous _____ programs are essential for maintaining high productivity levels.
3. Automation allows for precise and _____ manufacturing processes.
4. Strong relationships with suppliers ensure a steady flow of materials and components, reducing _____.
5. Focusing on _____ practices not only reduces costs but also appeals to environmentally conscious consumers.

Write in the space if the statement TRUE/FALSE :

1. Lean manufacturing principles focus on increasing waste and improving workflow. ____
2. Automation plays a crucial role in achieving precise and consistent manufacturing processes. ____
3. Continuous training programs for employees are unnecessary in maintaining productivity. ____
4. Strong relationships with suppliers can lead to better resource management and reduced downtime. ____
5. Implementing eco-friendly practices only increases production costs and does not drive productivity. ____

Exercise 4: Writing

Grammar Topic: Conditional Sentences (Type 2 and Type 3)

Explanation:

Conditional sentences are used to express situations that are hypothetical or unreal. Type 2 conditional sentences discuss unreal or unlikely events in the present or future, while Type 3 conditional sentences discuss hypothetical situations in the past.

Type 2 Conditional Structure:

If + past simple, ... would + base verb

Example: If the company improved its processes, it would increase productivity.

Type 3 Conditional Structure:

If + past perfect, ... would have + past participle

Example: If the company had invested in new technologies, it would have seen better results.

Writing activity

1. If the company _____ (implement) lean manufacturing, it would reduce waste.
2. If the workers _____ (receive) more training, they would be more efficient.
3. If the company _____ (automate) its production line, it would increase consistency.
4. If the company _____ (establish) stronger relationships with suppliers, it would reduce downtime.
5. If the company _____ (focus) on sustainability, it would appeal to more consumers.
6. If the company _____ (invest) in new technologies, it would have seen better results.
7. If the workers _____ (undergo) continuous training, they would have been more efficient.
8. If the company _____ (automate) its production line earlier, it would have increased consistency.
9. If the company _____ (establish) stronger relationships with suppliers, it would have reduced downtime.
10. If the company _____ (focus) on sustainability sooner, it would have appealed to more consumers.

UNIT 34 JUST-IN-TIME PRODUCTION - MANAGING TIME

Glossary - Expressions and Idioms about Managing Time

Beat the Clock

Meaning: To finish a task just before the deadline.

Example: We had to work overtime to beat the clock and submit the report on time.

Time Flies

Meaning: Time passes very quickly.

Example: Time flies when you're having fun.

Race Against Time

Meaning: A situation where something has to be done very quickly because there is little time available.

Example: It was a race against time to complete the project before the end of the quarter.

Cutting It Close

Meaning: To leave very little time to do something.

Example: We were cutting it close, but we managed to catch the last train.

Burn the Midnight Oil

Meaning: To work late into the night.

Example: She had to burn the midnight oil to prepare for the presentation.

Time is of the Essence

Meaning: It is very important to do something quickly.

Example: In emergency situations, time is of the essence.

In the Nick of Time

Meaning: Just in time; at the last possible moment.

Example: They got to the airport in the nick of time for their flight.

Behind Schedule

Meaning: Later than planned or expected.

Example: The project is behind schedule due to unexpected delays.

Exercise 1: Speaking

Activity: Role Play – Implementing Just-in-Time Production

Instructions:

1. Work in pairs.
2. One person plays the role of a factory manager trying to implement Just-in-Time (JIT) production.
3. The other person plays the role of a team member who is concerned about managing time and meeting deadlines.

4. The manager should explain the benefits of JIT and address the team member's concerns using idioms and expressions related to managing time.
5. The team member should express their concerns and ask questions about the new system.

Example:

Manager: We need to implement Just-in-Time production to increase efficiency and reduce waste. I understand you might feel like we're cutting it close with our current deadlines.

Team Member: Yes, I'm worried that we'll be constantly racing against time to get everything done.

Manager: I get that. But with JIT, we'll be able to manage our time better and avoid burning the midnight oil.

Team Member: How can we be sure we won't fall behind schedule?

Manager: We'll ensure that time is of the essence and plan our tasks carefully to avoid any delays.

Exercise 2: Listening

Listening Task: Just-in-Time Production – Managing Time

Listen to the passage about Just-in-Time production and managing time, then answer the questions based on the information provided.

Listening Comprehension Questions:

1. What is the primary goal of Just-in-Time production?

- a) To increase inventory
- b) To reduce in-process inventory and carrying costs
- c) To create excess stock
- d) To slow down production processes

2. How does JIT production help in managing time?

- a) By reducing the need for scheduling
- b) By minimizing waste and improving productivity
- c) By increasing the workload
- d) By eliminating the need for suppliers

3. What is essential for effective time management in a JIT system?

- a) Ignoring communication
- b) Receiving goods long before they are needed
- c) Careful planning and scheduling
- d) Increasing inventory levels

4. What are some challenges associated with JIT production?

- a) Excess inventory
- b) Lack of coordination
- c) Precise demand forecasting and risk of supply chain disruptions
- d) Reduced efficiency

Exercise 3: Reading

Just-in-Time Production – Managing Time

Just-in-Time (JIT) production is a lean manufacturing methodology aimed at reducing flow times within production systems and response times from suppliers and customers. The JIT approach helps manufacturers decrease waste by receiving goods only when they are needed for the production process, not before. This minimizes inventory costs and the risks associated with holding excessive stock.

Effective time management is crucial for the successful implementation of JIT production. It requires synchronized efforts from various departments, especially procurement and production. Timely communication with suppliers is essential to ensure materials arrive just in time for their use in manufacturing. This necessitates robust scheduling systems and the flexibility to handle any disruptions in the supply chain.

Companies adopting JIT must train their employees to be highly responsive and adaptable to changing demands. By fostering a culture of continuous improvement and efficiency, businesses can achieve significant time savings and cost reductions. However, JIT also demands accurate demand forecasting and an efficient logistical network to mitigate risks such as supply delays.

In summary, Just-in-Time production enhances productivity and reduces waste through meticulous time management and coordination. Businesses that master these practices can maintain a competitive edge and improve their overall performance.

Fill-in-the-gap activity:

1. By implementing JIT production, companies can _____ their inventory costs.
2. Effective JIT systems require _____ communication with suppliers.
3. JIT production helps in reducing _____ times within production systems.
4. Accurate demand _____ is essential for the success of JIT.

Write in the space if the statement is TRUE/FALSE

1. Just-in-Time production increases inventory costs. ____
2. Effective JIT systems require synchronized efforts from various departments. ____
3. JIT production eliminates the need for supplier coordination. ____
4. Training employees to be responsive and adaptable is essential for JIT success. ____

Exercise 4: Writing

Task 1: Using the correct form of the verb

Complete the sentences with the correct form of the verb in brackets.

1. By the time I arrived, the team _____ (already, finish) the implementation of JIT production.
2. If the company _____ (not, adopt) JIT, we would have faced significant delays.
3. The manager _____ (discuss) the new scheduling system with the team for hours.
4. By the end of the training, the employees _____ (understand) the importance of time management in JIT.

Task 2: Using conditional sentences

Complete the sentences with the correct form of the verb in brackets.

1. If the company _____ (implement) JIT production earlier, we would have reduced waste significantly.
2. If the supplier _____ (not, deliver) the materials on time, production would have been delayed.
3. If the team _____ (know) about the JIT benefits, they would have supported the change sooner.
4. If the company _____ (invest) in better forecasting tools, we could have improved our demand predictions.

Task 3: Using passive voice

Complete the sentences with the correct form of the verb in brackets.

1. The new JIT strategy _____ (introduce) by the management team last month.
2. The materials _____ (deliver) just in time for production.
3. The production schedule _____ (adjust) to align with the JIT principles.
4. The benefits of JIT _____ (explain) to all employees during the training session.

UNIT 35 CREATIVE SOLUTIONS - DEVELOPING COMPANY CREATIVITY

Glossary - Expressions and Idioms about Creative Solutions

Break the Mold

Meaning: To do something in a completely new way.

Example: Her innovative approach broke the mold and set new industry standards.

Brainstorm

Meaning: To generate a lot of ideas quickly.

Example: Let's brainstorm some ideas for the new marketing campaign.

Blue Sky Thinking

Meaning: Creative thinking that is not limited by current ideas or beliefs.

Example: During the workshop, participants were encouraged to engage in blue sky thinking.

Innovative Solution

Meaning: A new and creative solution to a problem.

Example: The team developed an innovative solution to reduce production costs.

Cutting Edge

Meaning: Highly advanced; innovative.

Example: Our company is known for its cutting-edge technology.

Game Changer

Meaning: A new idea or event that changes the way something is done or thought about.

Example: The new software is a game changer for the industry.

Out-of-the-Box Solution

Meaning: An unconventional or creative solution.

Example: We need an out-of-the-box solution to increase our market share.

Eureka Moment

Meaning: A moment of sudden, brilliant realization.

Example: She had a eureka moment that solved the longstanding issue.

Creative Spark

Meaning: A sudden inspiration or idea.

Example: His creative spark led to the development of the company's most successful product.

Exercise 1: Speaking

Activity: Role Play – Generating Creative Solutions

Instructions:

1. Work in pairs.
2. One person plays the role of a team leader trying to solve a company problem.
3. The other person plays the role of a team member suggesting creative solutions.
4. Use idioms and expressions related to creative solutions to make the conversation more engaging.

Example:

Team Leader: We're facing a significant drop in our product sales. We need to think outside the box to turn this around.

Team Member: How about we brainstorm some blue sky thinking ideas to revamp our marketing strategy?

Exercise 2: Listening

Listening Task: Developing Company Creativity

Listen to the passage about developing company creativity and answer the questions based on the information provided.

Listening Comprehension Questions:

1. What is crucial for fostering creativity within a company?
 - a) Restricting idea sharing

- b) Creating an environment that encourages innovation
- c) Limiting brainstorming sessions
- d) Reducing open communication

2. How can companies help employees focus on generating innovative ideas?

- a) By discouraging teamwork
- b) By allocating specific times for creative thinking
- c) By avoiding collaboration
- d) By eliminating reward systems

3. What role does teamwork play in fostering creativity?

- a) It hinders the generation of innovative ideas.
- b) It promotes a singular perspective.
- c) It encourages out-of-the-box solutions.
- d) It reduces the flow of fresh ideas.

4. What can motivate employees to think creatively?

- a) Ignoring innovative efforts
- b) Implementing a reward system for creative ideas
- c) Limiting access to new technology
- d) Restricting training opportunities

Exercise 3: Reading

Creative Solutions – Developing Company Creativity

Developing company creativity involves fostering an environment where innovative ideas can thrive. This requires a culture that encourages experimentation and rewards creative efforts. Companies should regularly hold brainstorming sessions where employees are free to share their ideas without judgment. These sessions can lead to breakthroughs and out-of-the-box solutions that drive the company forward.

Time management is crucial in nurturing creativity. Setting aside specific times for creative thinking allows employees to focus solely on generating new ideas. This, combined with a collaborative approach, ensures that diverse perspectives are considered, leading to more innovative solutions.

Rewarding creativity is essential. Recognizing and incentivizing innovative ideas motivates employees to think creatively. Providing resources such as access to the latest technology and training programs also supports the creative process, ensuring employees have the tools they need to succeed.

However, fostering creativity comes with challenges. Companies must be willing to embrace change and commit to continuous improvement. By doing so, they can stay at the forefront of their industry, enjoying a competitive edge and sustained growth.

Fill-in-the-gap activity

1. By the end of the year, Apple _____ its prices on certain products to maintain its profit margins.
2. The company _____ discounts on older models to attract budget-conscious customers.
3. Apple _____ value-based pricing for its new products to reflect their unique features and benefits.
4. As a result of its pricing decisions, Apple _____ its market share.

Write in the space if the statement TRUE/FALSE

1. Apple has decreased its prices on all products in the past few years. ____
2. Apple offers discounts on all its products. ____
3. Apple uses penetration pricing for its new products. ____
4. Apple's pricing strategy has helped the company maintain its market share. ____

Exercise 4: Writing

Task 1: Using the correct form of the verb

Complete the sentences with the correct form of the verb in brackets.

1. By the time I arrived, the customer _____ (already, vent) his spleen about the poor service.
2. If the company _____ (not, take) our complaint seriously, we would have taken our business elsewhere.
3. The customer service representative _____ (try) to resolve the issue, but the customer was still unhappy.
4. By the end of the conversation, the customer _____ (get) off his chest about the problem.

Task 2: Using conditional sentences

Complete the sentences with the correct form of the verb in brackets.

1. If the company _____ (handle) the complaint better, we would have continued to use their services.
2. If the customer _____ (not, make) a scene, the situation would have been resolved more quickly.
3. If the customer service representative _____ (be) more empathetic, the customer would have felt more satisfied.
4. If the company _____ (not, ignore) our complaint, we would have remained loyal customers.

UNIT 36: Motivation – Personal Qualities

Glossary - Expressions and Idioms about Personal Qualities

Go the Extra Mile

Meaning: To make a special effort; to do more than is expected.

Example: She always goes the extra mile to ensure her projects are completed on time.

Burning Desire

Meaning: A very strong wish or need.

Example: His burning desire to succeed motivated him to work harder than anyone else.

Self-Starter

Meaning: A person who begins work or undertakes a project on their own initiative, without needing to be told or encouraged to do so.

Example: As a self-starter, she didn't wait for instructions and took the initiative to improve the process.

Team Player

Meaning: Someone who works well as part of a team.

Example: Being a team player, he always considers the needs and goals of his colleagues.

Can-Do Attitude

Meaning: A positive attitude that is confident and willing to deal with problems or new tasks.

Example: Her can-do attitude made her a valuable asset to the team.

Work Ethic

Meaning: The principle that hard work is intrinsically virtuous or worthy of reward.

Example: His strong work ethic earned him the respect of his peers and superiors.

Driven

Meaning: Very motivated and determined to achieve something.

Example: He is driven to succeed and doesn't let obstacles get in his way.

Perseverance

Meaning: Continued effort to do or achieve something despite difficulties, failure, or opposition.

Example: Her perseverance in the face of challenges inspired everyone around her.

Exercise 1: Speaking

Activity: Role Play – Motivating a Team

Instructions:

1. Work in pairs.
2. One person plays the role of a team leader who needs to motivate their team for an upcoming project.
3. The other person plays the role of a team member who needs encouragement.
4. The team leader should use expressions and idioms related to personal qualities to motivate the team member.
5. The team member should respond and express any concerns or hesitations.

Example:

Team Leader: We have a tough deadline, but I know we can achieve it if we go the extra mile. Your perseverance and can-do attitude are exactly what we need right now.

Team Member: I appreciate your confidence in me. I do feel a bit overwhelmed, but I'll do my best to contribute and stay positive.

Exercise 2: Listening

Listening Task: Developing Company Creativity

Listen to the passage about developing company creativity and answer the questions based on the information provided.

Listening Comprehension Questions:

- 1. What is crucial for fostering creativity within a company?**

- a) Restricting idea sharing
- b) Creating an environment that encourages innovation
- c) Limiting brainstorming sessions
- d) Reducing open communication

2. How can companies help employees focus on generating innovative ideas?

- a) By discouraging teamwork
- b) By allocating specific times for creative thinking
- c) By avoiding collaboration
- d) By eliminating reward systems

3. What role does teamwork play in fostering creativity?

- a) It hinders the generation of innovative ideas.
- b) It promotes a singular perspective.
- c) It encourages out-of-the-box solutions.
- d) It reduces the flow of fresh ideas.

4. What can motivate employees to think creatively?

- a) Ignoring innovative efforts
- b) Implementing a reward system for creative ideas
- c) Limiting access to new technology
- d) Restricting training opportunities

Exercise 3: Reading

Motivation and Personal Qualities

Motivation is a crucial element that drives individuals to achieve their goals and excel in their endeavors. Personal qualities such as determination, perseverance, and a positive attitude play a significant role in maintaining high levels of motivation. These qualities help individuals to overcome obstacles and stay focused on their objectives.

A strong work ethic is fundamental for success. It involves dedication, discipline, and a commitment to achieving high standards. Individuals with a strong work ethic are often seen as reliable and dependable, making them valuable assets to any organization. Additionally, being a team player is essential for collaborative success. Team players understand the importance of working together towards a common goal and are willing to support their colleagues.

Self-starters and those with a can-do attitude are particularly valuable in dynamic and fast-paced environments. They take initiative and are not afraid to tackle new challenges. Their proactive approach often leads to innovative solutions and improvements within the organization.

Moreover, having a burning desire to succeed can be a powerful motivator. This intense inner drive pushes individuals to strive for excellence and not settle for mediocrity. Such individuals are often driven to continuously improve and achieve their personal and professional goals.

In conclusion, motivation and personal qualities are interlinked. Personal qualities such as perseverance, a strong work ethic, and a positive attitude can significantly enhance an individual's motivation, leading to personal and professional success.

Reading Comprehension questions

Write in the space if the statement TRUE/FALSE

1. A positive attitude helps individuals to stay focused on their objectives. ____
2. A strong work ethic is not considered fundamental for success. ____
3. Self-starters are valuable in slow and stable environments. ____
4. Having a burning desire to succeed can lead to continuous improvement. ____
5. Motivation and personal qualities are unrelated. ____

Fill in the Gap activity

1. _____ is a crucial element that drives individuals to achieve their goals and excel in their endeavors.
2. Personal qualities such as determination, perseverance, and a _____ play a significant role in maintaining high levels of motivation.
3. A strong work ethic involves dedication, discipline, and a commitment to achieving _____.
4. Self-starters and those with a _____ are particularly valuable in dynamic and fast-paced environments.
5. This intense inner drive pushes individuals to strive for excellence and not settle for _____.

ANSWERS KEY

Unit 1

Exercise 2 Listening

1. True 2. False 3. True 4. False 5. True 6. fifth 7. basics 8. web 9. not 10. important

Exercise 3 Reading

1. voyage 2. Kittens 3. galley 4. Ship 5. the Titanic

Exercise 4 Writing

Task 1

1. The children are playing in the park while their parents are having a picnic.
2. She is studying French at the moment but she wants to learn Spanish next year.
3. Look, a bird is building its nest in the tree.
4. It is raining heavily today so we aren't going for a walk.
5. I'm sorry, I wasn't listening. What were you saying?
6. They live in London but they are planning to move to the country soon.
7. The sun is shining brightly today - it is lovely weather for a barbecue!
8. The phone is ringing. Could you answer it, please? I am cooking dinner.
9. Wow, your baby is growing so fast! She is learning to crawl now.
10. Excuse me, do you know where the train station is? I'm afraid I've lost my way.

Task 2

1. Could you explain what 'antidisestablishmentarianism' means, please?
2. Each song only costs 50 cents at the moment because they're on special offer.
3. It doesn't matter which of the books we've studied this term you do your essay on.
4. It's only a quick call as I ring from my mobile.
5. I think I recognize that woman over there. Wasn't she on that quiz show last night?
6. Excuse me, does the nut cake contain walnuts? I'm allergic to them.
7. I really don't agree that capital punishment deters people from committing murder.
8. Why don't you play football, Mark? I thought you had a match this afternoon.

9. Stay out of this, Simon, it doesn't concern you at all.
10. You really resemble your father when you frown like that.

Unit 2

Exercise 2

1. False 2. True 3. False 4. False 5. False 6. False 7. True 8. False 9. False 10. True

Exercise 3

1. stock exchange 2. Merchant 3. bond 4. establish 5. Agreement 6. Precursor 7. broker 8. capital 9. shares 10. investor

Exercise 4

1. finds 2. wanted 3. to join 4. to express 5. require

Unit 3

Exercise 2

True or False activity

1. True 2. False 3. False 4. False 5. True 6. False 7. False 8. False 9. False 10. False

Fill in the gaps activity

1. deliberation 2. unique 3. themselves 4. local dealerships 5. performance 6. formidable 7. success 8. growth 9. team 10. risky

Exercise 3 Reading

True or False activity

1. False 2. False 3. False 4. False 5. False 6. False 7. False 8. False 9. True 10. True

Fill in the gap activity

1. Conventional 2. Bow 3. Unity 4. Recognized 5. Mana 6. Mingling 7. Unconventional 8. Humility 9. Gesture 10. Joyful

Exercise 4 Writing

Task 1

1. Wish 2. If only 3. wishes 4. If only 5. wish 6. If only 7. wishes 8. If only 9. wish 10. If only

Task 2

1. had 2. hadn't 3. could 4. hadn't 5. knew 6. weren't 7. had 7. had booked 9. didn't 10. didn't

Unit 4

Exercise 2

1. revolutionized 2. local 3. revenue 4. marketing 5. print 6. Email 7. Internet 8. faxes 9. video 10. transformed 11. Wider 12. effectively 13. efficiently 14. small 15. expensive

Exercise 3

1. malicious 2. Infiltrate 3. Wreaking 4. Havoc 5. Vigilant 6. Disguise 7. pop-up ads 8. Compromise 9. Irreversible 10. robust

Exercise 4

1. Key Performance Indicators (KPIs) 2. Goal 3. Measure 4. Targets 5. Benchmarks 6. Analyzing 7. Key indicators 8. Outcome 9. Efficiency 10. Growth 11. Sustainable 12. Businesses

Unit 5

Exercise 2

1. Fresh Squeeze 2. wellness 3. smoothies 4. detoxifying 5. snacks 6. Target 7. Target 8. Enthusiasts 9. Instagram 10. promote 11. discounts 12. juices 13. sales 14. franchise 15. questions

Exercise 3

1. bustling 2. Dilemma 3. Temptation 4. Fluctuate 5. Favorable 6. Hidden issues 7. Foreseeable 8. Align 9. Preferences 10. Aspirations

Exercise 4

Task 1

1. U 2. C 3. U 4. U 5. C 6. U 7. U 8. C 9. U 10. C

Task 2

1. salt (U) 2. computer (C) 3. flowers (C) 4. advice (U) 5. money (U)

Task 3

1. a few 2. some 3. few 4. much 5. some

Task 4

1. There is some furniture in the room.
2. I have some good advice for the project.
3. Can you give me some advice?
4. She bought some books at the bookstore.
5. How much coffee do you drink every day?

Task 5

1. furniture (U) 2. salt (U) 3. advice (U) 4. apples (C) 5. paper (C)

Unit 6

Exercise 2

1. Polite 2. Impolite 3. Polite 4. Impolite 5. Polite 6. Polite 7. Impolite 8. Polite
9. Impolite 10. Polite

Exercise 3

Task 1

1. True 2. False 3. Not Given 4. True 5. True 6. False 7. True 8. False 9. False 10.
False

Task 2

1. shed 2. late 3. profanity 4. pressure 5. respectful 6. language 7. courtesy 8.
etiquette 9. work 10. culture

Unit 7

Exercise 2

1. expanding 2. Market 3. economic, expand 4. Industries 5. Mining 6. Gas 7.
Infrastructure 8. Approach 9. Culture 10. trust

Exercise 3

1. Collaboration 2. Camaraderie 3. Presence 4. Insidious 5. Dismiss 6. Banter
7. Subtle 8. Exclusion 9. Bystanders 10. Intervene 11. Feel torn 12. Retaliation
13. Being ostracized 14. Reprisal 15. Perpetrator 16. Accountable

Exercise 4

1. Collaboration 2. Camaraderie 3. Presence 4. Insidious 5. Dismiss 6. Banter
7. Subtle 8. Exclusion 9. Bystanders 10. Intervene 11. Feel torn 12. Retaliation
13. Being ostracized 14. Reprisal 15. Perpetrator 16. Accountable

Unit 8

Exercise 2

1. 13th; 20th 2. kaftan 3. silk; velvet 4. turbans; headscarves 5. brightly; jewels 6.
modesty; patterns 7. rings 8. gold; power 9. Turkish; Persian 10. status; identity

Exercise 3

Task 1

1. True 2. True 3. False 4. False 5. False True 6. False 7. False True 8. True 9.
False 10. False

Task 2

1. millinery 2. black dress 3. 1921 4. February 1955 5. luxury 6. Karl Lagerfeld 7.
culture 8. innovation 9. elegance 10. cornerstone

Exercise 4

1. more interesting 2. most exciting 3. the most talented 4. the most difficult 5. more fluently 6. b 7. a 8. b 9. a 10. a 11. She is more intelligent 12. That was the simplest question 13. He runs quicker 14. This is the largest house 15. The movie was duller

Unit 9

Exercise 2

1. Advertising 2. vehicles 3. sponsorships 4. social media 5. models 6. public relations 7. press releases 8. customer experiences 9. dealerships 10. CSR (Corporate Social Responsibility)

Exercise 3

1. technology 2. Steve Wozniak 3. computer 4. mouse 5. music 6. iPhone 7. wearables 8. technology 9. garage 10. industry

Exercise 4

1 – c **2** – a **3** – b **4**. This refrigerator has a strong cooling system. **5**. The smartphone has many useful features. **6**. The jacket is made from materials that keep you very warm. **7**. The blanket is soft and warm. **8**. The phone's screen is bright and clear. **9**. The bag is smooth and lightweight. **10**. This couch is very comfortable. **11**. The battery life of this laptop is long. **12**. The color of the dress is vibrant.

Unit 10

Exercise 2

1. ladies and gentlemen 2. emissions scandal 3. session 4. yours 5. caused 6. diesel vehicles 7. affiliation 8. priority 9. responsible 10. compliance

Exercise 3

1. True 2. False 3. False 4. False 5. True 6. False 7. False 8. True 9. False 10. False

Unit 11

Exercise 2

1. True 2. False 3. False 4. True 5. False 6. False 7. False 8. False 9. False 10. True

Exercise 3

1. alluring 2. Incredibly 3. sustainable 4. monetize 5. viable 6. adept 7. approach 8. solid 9. straightforward 10. leverage

Exercise 4

1. Hit the ground running 2. Think outside the box 3. Keep your eye on the ball 4. Cut corners 5. Leverage 6. In the pipeline 7. Move the needle 8. Break the ice 9. In the loop 10. On the same page

Unit 12

Exercise 2

1. business 2. beans 3. cozy 4. research 5. SWOT 6. projections 7. bootstrapping 8. rustic 9. leverage 10. ball

Exercise 3

1. pursue 2. opt 3. fertile 4. conducive 5. inherent 6. embrace 7. entail 8. stride 9. reliance 10. align 11. to carve out 12. niche 13. discerning 14. pursuing 15. bolster 16. infusion 17. compromise 18. viable

Exercise 4

1. If you take this medicine, you will feel better soon.
2. If they finish the project on time, the boss will be pleased.
3. If we leave now, we will arrive by noon.
4. If she doesn't practice regularly, she will not improve her skills.
5. If you tell me the truth, I will help you.
6. If it snows tomorrow, we will stay at home.
7. If he asks for a raise, his manager will consider it.
8. If the meeting is successful, we will celebrate afterwards.
9. If you save enough money, you will go on vacation this summer.
10. If they don't fix the car, we will take the bus.

Unit 13

Exercise 2

Questions 1–5

1. FALSE
2. TRUE
3. TRUE
4. FALSE
5. TRUE

Questions 6-10

6. international
7. accessible
8. international

9. billions
10. partnerships

Exercise 3

1. False 2. True 3. True 4. False 5. True 6. cost 7. Lightweight 8. nanotechnology
9. investment 10. innovative

Exercise 4

Task 1

1. had completed 2. had learned 3. had finished 4. had built 5. had not reviewed

Task 2

1. had discovered 2. had cost 3. had not finished 4. had contained 5. had given

Unit 14

Exercise 3

1. False 2. True 3. True 4. False 5. False 6. public 7. growth 8. potential 9. opportunities 10. ownership.

Exercise 4

Task 1

1. can 2. might 3. could 4. may 5. might

Task 2

1. must 2. can 3. could 4. might 5. must

Unit 15

Exercise 2

1. B 2. C 3. C 4. C 5. D

Exercise 2

1. B 2. B 3. B 4. B 5. C

Exercise 3

1. b) 2. b) 3. c) 4. b) 5. d)

Exercise 4

Task 1

1. may 2. might 3. could 4. might 5. may

Task 2

1. must 2. chance 3. may 4. should 5. might

Unit 16

Exercise 2

1. B 2. D 3. A 4. B

Exercise 3

1. b) 2. b) 3. c) 4. c) 5. c)

Exercise 4

Task 1

1. may 2. might 3. could 4. might 5. may

Task 2

1. must 2. chance 3. may 4. should 5. might

Unit 17

Exercise 2

1. A 2. B 3. A 4. B

Exercise 3

1. A 2. B 3. C 4. B 5. C 6. B 7. B 8. B

Unit 18

Exercise 2

1. A 2. B 3. B 4. C 5. C 6. B 7. C

Exercise 3

1. A 2. B 3. A 4. B

Exercise 4

Task 1

1. may 2. might 3. could 4. might 5. may

Task 2

1. must 2. chance 3. may 4. should 5. must

Unit 19

Exercise 2

1. B 2. A 3. B 4. C 5. A 6. A 7. B

Exercise 3

1. B 2. B 3. C 4. A 5. B

Exercise 4

2. Incentives are offered by governments to attract businesses to specific areas.
3. A growing market potential is predicted by analysts in the new location.

4. Demographics are considered by companies when choosing a new business location.
5. Business decisions are impacted by the regulatory environment.
6. A new product will be launched by the company next month.
7. The project was completed ahead of schedule by the team.
8. New tasks have been assigned to the employees by the manager.
9. The proposal will be presented to the client by the sales team tomorrow.
10. New regulations are being planned to be implemented by the government.
11. Bonuses were awarded to top-performing employees by the company.
12. The software systems are being updated by the IT department.
13. The performance reports have been reviewed by the manager.
14. The project will be finished by the team members by the end of the week.
15. The new company policies are being announced by the CEO tomorrow.

Unit 20

Exercise 2

1. B 2. C 3. C 4. B 5. C

Exercise 3

1. B 2. B 3. C

Exercise 4

Task 1

1. must 2. should 3. necessary 4. must 5. ought to

Task 2

1. should 2. might be 3. essential 4. could be 5. should

Unit 21

Exercise 2

1. B 2. B 3. C 4. B

Exercise 3

1. B 2. C 3. C 4. B

Exercise 4

1. Update 2. Attend 3. Research 4. Customize 5. Practice

Unit 22

Exercise 2

1. B 2. B 3. B 4. C

Exercise 3

1. B 2. C 3. 4. B

Exercise 4

1. will need 2. will implement 3. will discuss 4. will discuss 5. will continue

Unit 23**Exercise 2**

1. B 2. C 3. C 4. C

Exercise 3

1. B 2. C 3. B 4. B

Exercise 4

1. will focus 2. will launch 3. will play 4. will analyze 5. will continue

Unit 24.**Exercise 2**

1.A 2. C 3. C 4. C

Exercise 3

1. B 2. B 3. B 4. C

Exercise 4

1. will have completed 2. will have achieved 3. will have expanded 4. will have finished 5. will have advanced

Unit 25**Exercise 2**

1. D 2. B 3. B 4. A 5. C

Exercise 3**Fill-in-the-gap activity.**

1. ambush 2. Viral 3. Unethical 4. undercover

True/False activity

1.False 2. False 3. True 4. False

Exercise 4**Part 1**

A. had created

B. had used

C. were able to reach

Part 2

A. must B. can be

Unit 26

Exercise 2

1. A 2. B 3. B 4. B

Exercise 3

True and False

1. False 2. False 3. True 4. Unknown

Multiple choice

1. C 2. B 3. C 4. D

Exercise 4

Task 1 A. will have reduced B. offered

Task 2 A. must B. may

Unit 27

Exercise 2

1. A 2. B 3. C 4. C

Exercise 3

Fill in the gap activity

1. will have increased 2. has offered 3. has used 4. has maintained

True False activity

1. False 2. False 3. False 4. True

Exercise 4

1.

A. will have increased B. has offered

2.

A. has caused B. has maintained

Unit 28

Exercise 2

1. B 2. B 3. B 4. B

Exercise 3

True/False activity

1. False 2. False 3. True 4. True

Multiple choice activity

1.B 2. B 3. C 4.C

Exercise 4

Task 1

A. will see B. will reduce

Task 2

A. will B. might

Unit 29

Exercise 2

1.B 2. B 3. B 4. B

Exercise 3

True/False activity

1.False 2. True 3. False 4. True

Multiple choice activity

1.B 2. C 3. B 4. B

Exercise 4

Task 1

a) If the company had better internal controls, it would prevent the fraud.

b) If employees reported suspicious activities, they would help identify fraud early.

Task 2

a) If the government implemented stricter regulations, fraud would decrease.

b) If businesses invested in advanced technologies, they would detect fraud more effectively.

Exercise 2

1.B 2. C 3.B 4. B

Exercise 3

True/False activity

1.False 2. True 3. True 4. False

Multiple choice activity

1.B 2. B 3. B 4. B

Exercise 4

a) The project was completed on time by the team.

b) The new strategy was announced by the CEO.

c) The customer service process has been improved.

d) A new product will be launched next

Unit 31

Exercise 2

1.B 2. A 3. B 4. B

Exercise 3

Fill in the gap activity

1. has increased 2. has offered 3. has used 4. has maintained

True/False activity

1. False 2. False 3. False 4. False

Exercise 4

Task 1

1. had already vented 2. hadn't taken 3. was trying 4. had got

Task 2

1. had handled 2. hadn't made 3. had been 4. hadn't ignored

Task 3

1. was being investigated 2. was analyzed 3. was resolved 4. were addressed

Unit 32

Exercise 2

1. C 2. B 3. C 4. B

Exercise 3

Fill in the gap activity

1. address 2. reputation 3. offerings 4. accountability 5. Uphold

True/False activity

1. False 2. True 3. False 4. False 5. True

Exercise 4

1. navigate 2. grasp 3. weather 4. facing 5. tackle 6. ride 7. rose 8. navigated 9. weather 10. grasp 11. facing 12. ride 13. rises 14. tackle 15. navigate

Unit 33

Exercise 2

1. B 2. B 3. B 4. B 5. B

Exercise 3

Fill-in-the-Gap activity

1. lean manufacturing 2. Training 3. Consistent 4. Downtime 5. sustainable

True/False activity

1. False 2. True 3. False 4. True 5. False

Exercise 4

1. implemented 2. received 3. automated 4. established 5. focused 6. had invested 7. had undergone 8. had automated 9. had established 10. had

Unit 34

Exercise 2

1. B 2. B 3. C 4. C

Exercise 3

Fill in the gap activity

1. minimize 2. Timely 3. Flow 4. forecasting

True/False activity

1. False 2. True 3. False 4. True

Exercise 4

Task 1

1. had already finished 2. had not adopted 3. had been discussing 4. had understood

Task 2

1. had implemented 2. had not delivered 3. had known 4. had invested

Task 3

1. was introduced 2. were delivered 3. was adjusted 4. were explained

Unit 35

Exercise 2

1. B 2. B 3. C 4. B

Exercise 3

Fill-in-the-gap activity

1. increased 2. offered 3. used 4. maintained

TRUE/FALSE Activity

1. False 2. False 3. False 4. True

Exercise 4

Task 1

1. had already vented 2. had not taken 3. tried 4. had gotten

Task 2

1. had handled 2. had not made 3. had been 4. had not ignored

Unit 36

Exercise 2

1. B 2. B 3. C 4. B

Exercise 3

True/False activity

1. True 2. False 3. False 4. True 5. False

Fill in the gap activity

1. Motivation 2. positive attitude 3. high standards 4. can-do attitude 5. mediocrity

AUDISCRIPPTS

Unit 1

Exercise 2 Listening

Move over game boys! Story of a 16-year-old Uzbek girl programmer

As a schoolgirl, I was very interested in computer games. It bothered my parents. However, seeing my interest, they directed my hobby in the right direction.

When I was in the 5th grade, my father took me to the Code craft Center at Inha University, Tashkent. With the help of my mentors, I began to learn the basics of programming and created mini-games in Scratch. Later I learned web programming, languages C ++ and Java.

Sometimes people did not understand and did not support my ideas. Some simply smiled, expressing their doubts, or openly stated that I could not cope. Despite that, I continued to persistently go towards my goal. My parents and mentors played an important role in my life. Their continued support and understanding helped me determine the area in which I would like to develop. I'm currently working hard to become a member of the TechGirls summer program for girls in science and technology in the United States. I successfully passed the first test, and an interview awaits me ahead. The experience of participating in this program can change the whole life. My dream is to become a student at the Massachusetts Institute of Technology in the United States.

I continue my professional development and help younger girls who are interested in programming. I am the mentor of a team of girls, 5th and 6th grades, at the global Technovation contest. Now my team is working on creating a useful application for society on 17 sustainable development goals.

I believe in my team and other girls who go towards their dreams, despite the difficulties and distrust of others. I went through this and I'm sure that girls can be cool programmers. You just need to continue your study and development and firmly move towards your goals.

Unit 2

Exercise 2 Listening

Some simple explanations and rules for writing follow-up emails:

Greet the person by name. Start with "Dear, Hi [name]" to be polite.

Thank them for their previous email. Say something like "Thank you for your email from last week."

Briefly remind them what the previous email was about. Summarize the main topic or question in 1-2 short sentences.

State the purpose of your email. Tell them why you are writing, like "I am writing to follow up on..." or "I have an update about..."

Provide the new information or your response. Give a short, clear answer or update about the topic you are following up on. Keep it simple with basic vocabulary and short sentences.

Close politely. End with a short sign-off like "Thank you" or "Kind regards" followed by your name.

Check for errors. Read your email again carefully before sending it to check for any mistakes in spelling, grammar or meaning.

Keep it short. A follow-up email should be 3-5 short paragraphs or 5-10 simple sentences in total.

Use simple past tense verbs. For example, "You asked...", "I received...", and "We discussed..." rather than complex verb forms.

Stick to basic vocabulary and sentence structures. Avoid complex words, phrasal verbs or complicated grammar structures.

Unit 3

Exercise 2

DILEMMA – EXPORTING TO MEXICO

As the CEO of BYD, I found myself faced with a challenging dilemma - whether or not to export our electric cars to Mexico in direct competition with Tesla. On one hand, Mexico is a rapidly growing market with a high demand for electric vehicles, making it an attractive opportunity for expansion. On the other hand, Tesla already has a strong presence in the country and is known for its innovative technology and brand loyalty.

After much deliberation, I decided to move forward with exporting our cars to Mexico, despite the competition from Tesla. I believed that our cars offered unique features and a competitive price point that would appeal to Mexican consumers. Additionally, I saw this as an opportunity to challenge ourselves and push our company to new heights.

The road ahead would not be easy, but I was confident in our team's abilities and our product's quality. We worked tirelessly to market our cars in Mexico, highlighting their efficiency, safety, and affordability. We also invested in building relationships with local dealerships and establishing a strong customer service network.

In the end, our efforts paid off. Mexican consumers embraced our cars, impressed by their performance and value. While Tesla remained a formidable competitor, we carved out our own niche in the market and solidified our reputation as a top electric car producer in Mexico.

Looking back, I am proud of the decision to export to Mexico and compete with Tesla. It was a risky move, but it ultimately propelled our company to new levels of success and innovation. The dilemma may have been daunting, but it ultimately led us to new opportunities and growth.

Unit 4

Exercise 2

Revolutionizing Business: Using the Internet

The internet has revolutionized how businesses operate, providing numerous benefits compared to the 20th century. In the past, businesses were limited to local markets, but now, they can reach a global audience through online platforms. This global reach has opened up new growth opportunities and increased revenue streams. Additionally, the internet has made marketing more cost-effective for businesses. In the 20th century, businesses relied on expensive traditional marketing methods like print ads and TV commercials. However, digital marketing tools such as social media and email campaigns are now available, allowing even small businesses to compete on a global scale. Communication within businesses has also greatly improved with the internet. In the past, communication was slow and limited to phone calls and faxes. Nowadays, businesses can use email, instant messaging, and video conferencing to communicate and collaborate efficiently. Overall, the internet has transformed how businesses operate, enabling them to reach a wider audience, market their products more effectively, and communicate more efficiently compared to the limitations of the 20th century.

Unit 5

Exercise 2

A presentation on the topic: Launching a New Product - Eco-Friendly Water Bottle

Good afternoon, everyone. My name is Aziza, and today I'm going to present my new business venture, an Organic Juice Bar called 'Fresh Squeeze.'

I chose this topic because health and wellness are becoming increasingly important to consumers, and I believe an Organic Juice Bar is a perfect fit for this trend.

As the Main Points, I will start with a Business Concept:

First, I'd like to explain the concept of 'Fresh Squeeze.' We specialize in 100% organic juices and smoothies made from locally sourced fruits and vegetables.

Our menu will feature a variety of juice blends that cater to different health benefits, such as detoxifying, energizing, and immune-boosting options.

We plan to offer healthy snacks and light meals, all prepared with organic ingredients.

According to target Market:

Moving on to our target market, our primary customers will be health-conscious individuals aged 18-45.

We are in a bustling downtown area, surrounded by gyms, yoga studios, and office buildings, which will help attract our target audience.

We aim to attract fitness enthusiasts looking for post-workout nutrition and busy professionals seeking healthy meal options.

As a Marketing Strategy: Another important aspect is our marketing strategy. We plan to use social media platforms like Instagram and Facebook to build our brand and engage with our customers.

We will collaborate with local influencers and health bloggers to promote our juices and create buzz around our grand opening.

Additionally, we'll offer a loyalty program and special discounts to first-time customers to encourage repeat visits.

Our Business Goals:

In terms of business goals, our primary aim is to establish 'Fresh Squeeze' as the go-to spot for organic juices in the downtown area.

We plan to achieve a steady growth in sales by 15% each quarter and break even within the first year.

Long-term, we aim to expand to multiple locations within the city and eventually franchise our concept.

In summary, 'Fresh Squeeze' is an exciting new venture that combines health, convenience, and sustainability.

We believe our unique offering and strategic location will help us achieve success in the competitive food and beverage market.

Thank you for your attention. Are there any questions?

Unit 6

Exercise 2

Situation 1

A: "Would you like me to help you carry those bags?"

B: "Oh, that would be very kind of you, thank you!"

Situation 2

A: "I'll take those bags for you. You look like you're struggling."

B: "Um, okay, I guess."

Situation 3

A: "Can I get you a cup of tea?"

B: "That sounds lovely, thank you so much."

Situation 4

A: "Here's your tea. Drink it before it gets cold."

B: "Uh, thanks, I guess."

Situation 5

A: "Would you like me to help you with your homework?"

B: "Oh, that would be fantastic, thank you for offering."

Situation 6

A: "Could you please pass me the salt?"

B: "Of course, here you go."

Situation 7

A: "Pass me the salt, I need it."

B: "Fine, here."

Situation 8

A: "Would you mind turning down the volume a bit?"

B: "Oh, sorry about that. Sure, I'll do it right away."

Situation 9

A: "Turn down the volume, it's too loud!"

B: "Alright, alright, calm down."

Situation 10

A: "Could I borrow your pen for a moment, please?"

B: "Certainly, here you go."

Unit 7

Exercise 2

Amy: Hi there, I heard you work in B2B sales. Have you ever considered expanding your business to Uzbekistan?

Matthew: Uzbekistan? That's an interesting idea. I haven't thought about it. What can you tell me about the market there?

Amy: Well, Uzbekistan has been experiencing steady economic growth in recent years, and there are plenty of opportunities for businesses looking to expand into the country. The government has been implementing reforms to make it easier for foreign companies to do business there.

Matthew: That sounds promising. What are some of the key industries in Uzbekistan that I should be aware of?

Amy: The country has a strong focus on agriculture, mining, and textiles. There are also opportunities in the energy sector, as Uzbekistan has significant natural gas reserves. Additionally, the government is investing in infrastructure projects, so there could be potential in construction and transportation as well.

Matthew: That all sounds very promising. Do you have any tips on how to approach the market in Uzbekistan?

Amy: It's important to do your research and understand the business culture in Uzbekistan. Building relationships and trust with local partners is key. It's also helpful to have a good understanding of the regulatory environment and any potential challenges you may face.

Matthew: Thanks for the information. I'll look into the possibility of expanding my business to Uzbekistan. It sounds like there could be some great opportunities there.

Unit 8

Exercise 2

The Opulent Fashion of the Ottoman Empire

The Ottoman Empire, which spanned from the late 13th century to the early 20th century, had a rich and diverse history of fashion that reflected the empire's cultural and social influences.

One of the most iconic pieces of clothing in Ottoman fashion was the kaftan, a long, flowing robe worn by both men and women. The kaftan was often made of luxurious fabrics such as silk and velvet, and was intricately embroidered with gold and silver thread. It was a symbol of wealth and status, and was worn by the sultans and members of the royal court.

Another important aspect of Ottoman fashion was the use of turbans and headscarves. Turbans were worn by men of all social classes, and were often made of brightly colored fabrics and adorned with feathers or jewels. Headscarves were worn by women as a sign of modesty, and were often made of silk or cotton and decorated with intricate patterns.

Jewelry also played a significant role in Ottoman fashion. Both men and women wore elaborate pieces of jewelry, including rings, bracelets, and necklaces. These pieces were often made of gold, silver, and precious stones, and were worn as a symbol of wealth and power.

Overall, Ottoman fashion was a reflection of the empire's diverse cultural influences, blending elements of Turkish, Persian, and Arab styles. The clothing and accessories worn by the people of the Ottoman Empire were not only beautiful and luxurious, but also served as a way to express their social status and cultural identity.

Unit 9

Exercise 2

GM Uzbekistan's strategy for promoting its image.

GM Uzbekistan, the automobile manufacturer based in Uzbekistan, employs several strategies to promote its image. Here are some examples:

GM Uzbekistan runs advertising campaigns across various media channels such as television, radio, print, and digital platforms to promote its brand and products. These campaigns highlight the features, benefits, and reliability of GM Uzbekistan vehicles.

The company engages in sponsorships and partnerships with events, organizations, and sports teams to increase brand visibility and association. This could include sponsoring local community events, cultural festivals, or sports tournaments.

GM Uzbekistan maintains active profiles on popular social media platforms such as Facebook, Instagram, and Twitter. Through these channels, the company shares updates about its latest models, engages with customers, and showcases user-generated content to build a sense of community and loyalty among its audience.

GM Uzbekistan invests in public relations efforts to maintain a positive public image. This involves issuing press releases, organizing media events, and responding promptly to any inquiries or concerns from the media or the public.

The company prioritizes delivering exceptional customer experiences at every touchpoint. This includes providing personalized service at dealerships, offering warranties and after-sales support, and actively seeking feedback from customers to improve its products and services.

GM Uzbekistan engages in CSR initiatives that align with its values and contribute to the betterment of society. This could involve supporting environmental conservation efforts, promoting road safety awareness campaigns, or investing in education and skills development programs.

By implementing these strategies, GM Uzbekistan aims to enhance its brand reputation, build trust with customers, and establish itself as a leader in the automotive industry in Uzbekistan and beyond.

Unit 10

Exercise 2

Press Conference Addressing the Volkswagen Emissions Scandal

Moderator: Good afternoon, ladies and gentlemen. Thank you for joining us today. We have Volkswagen's CEO, Mr. Herbert Diess, here to address the recent developments regarding the emissions scandal. We will begin with a statement from Mr. Diess, followed by a Question and Answer session. Mr. Diess, the floor is yours.

Herbert Diess: Thank you. Good afternoon. I want to start by addressing the Volkswagen emissions scandal, a situation that has deeply affected our customers, employees, and stakeholders worldwide. We acknowledge the severity of this issue and the breach of trust it has caused. We are here today to provide you with an update on our actions and commitments moving forward.

Volkswagen has taken full responsibility for the installation of defeat devices in our diesel vehicles, which resulted in misleading emissions data. We deeply regret this misconduct and the impact it has had on our customers and the environment.

Moderator: Thank you, Mr. Diess. We will now open the floor to questions. Please state your name and affiliation before asking your question.

Journalist 1: Jane Doe, Reuters. Mr. Diess, how does Volkswagen plan to restore consumer trust after such a significant breach?

Herbert Diess: Thank you, Jane. Restoring trust is our top priority. We are committed to transparency in all our actions and communications. By addressing the root causes of the scandal, holding responsible parties accountable, and demonstrating our commitment to sustainable practices, we aim to rebuild trust step by step. Our compensation and vehicle fix programs are immediate steps in this direction.

Journalist 2: John Smith, The New York Times. Can you elaborate on the steps Volkswagen is taking to ensure this never happens again?

Herbert Diess: Absolutely, John. We have overhauled our corporate governance structure, including the establishment of a compliance committee to oversee adherence to ethical standards. We are also investing in training programs for our employees to emphasize the importance of ethical behavior and compliance with regulations. Additionally, we are enhancing our internal auditing processes to detect and prevent any potential misconduct early on.

Moderator: Thank you for your questions. This concludes our press conference. We appreciate your time and attention. Volkswagen will continue to provide updates as we progress in resolving this issue and implementing our reforms. Thank you.

Herbert Diess: Thank you, everyone.

Unit 11

Exercise 2

What is success? The Story of Vesna Vulović

Vesna Vulović was a Serbian flight attendant who holds the Guinness World Record for surviving the highest fall without a parachute. Vesna was working as a flight attendant for JAT Yugoslav Airlines. On January 26, 1972, she was on board JAT Flight 367, which was flying from Stockholm to Belgrade with a stopover in Copenhagen. The plane exploded and broke apart mid-air over Czechoslovakia (It is now the Czech Republic), allegedly due to a bomb placed on board by a Croatian nationalist group.

Vesna was the only survivor out of 28 passengers and crew. She fell approximately 10,160 meters (33,330 feet) while strapped to her seat, which was in the tail section of the aircraft.

Despite severe injuries, including a fractured skull, broken legs, and three broken vertebrae, she made a remarkable recovery. Her survival was attributed to a combination of factors, including the position of her seat in the aircraft, which shielded her from the explosion, and the plane's crash into heavily forested and snowy terrain, which helped cushion the impact.

Vesna Vulović became a national hero in Yugoslavia and an international symbol of resilience. She continued to work for JAT Yugoslav Airlines in a different capacity and led a relatively quiet life thereafter.

She was recognized by the Guinness World Records for surviving the highest fall without a parachute. Her story is often cited as an extraordinary example of survival against overwhelming odds.

Vesna Vulović's story is remarkable not only for her survival of an aviation disaster but also for her resilience and determination in recovering from such a traumatic event. Her experience stands out in the annals of aviation history as a testament to human endurance and the will to survive.

Unit 12

Exercise 2

Emma: Hi Jack! I heard you're thinking about starting a new business. That's exciting! What's your idea?

Jack: Hey Emma! Yes, I'm excited about it. I'm planning to start a speciality coffee shop that focuses on sustainable and ethically sourced beans. I want it to have a cozy atmosphere where people can relax and enjoy high-quality coffee.

Emma: That sounds fantastic! Have you thought about where you want to set it up?

Jack: I'm considering a few locations downtown. I need to do some market research to find out which area has the most foot traffic and the right customer base.

Emma: Market research is important. Have you started working on a business plan?

Jack: Yes, I've started outlining my business plan. It includes my goals, target market, and a SWOT analysis. I still need to work on the financial projections and my unique selling proposition.

Emma: A strong USP will help you stand out. How are you planning to fund the business?

Jack: I'm thinking of bootstrapping initially. I've saved up some money, and I might approach a few friends and family members for small investments. If things go well, I'll look into more substantial funding options later on.

Emma: Bootstrapping is a smart way to start. It keeps you in control and minimizes debt. How about your brand identity? Have you thought about your logo, name, and overall aesthetic?

Jack: I have a few ideas for the name and logo. I want something that reflects the sustainable and ethical focus of the business. I'm also thinking of creating a cozy, rustic interior design to make the place inviting.

Emma: That sounds great! What about your marketing strategy?

Jack: I plan to leverage social media to build a community around the coffee shop. I'll also offer promotions and loyalty programs to attract and retain customers. Networking with local businesses and participating in community events will also help get the word out.

Emma: Social media is a powerful tool. Don't forget to keep your eye on the ball and stay focused on your goals. It's easy to get sidetracked.

Jack: Absolutely. I know there will be challenges, but I'm ready to hit the ground running and tackle them head-on. I want to create a place that people love and keep coming back to.

Emma: I'm sure you will! Just remember to think outside the box and be flexible with your approach. If you ever need advice or support, I'm here for you.

Jack: Thanks, Emma! Your support means a lot. I'll keep you in the loop as things progress. Maybe you can be one of my first customers!

Emma: I'd love that! Best of luck, Jack. I can't wait to see your coffee shop come to life.

Unit 13

Exercise 2

In recent years, the landscape of space exploration has dramatically changed with the advent of private companies and international collaborations. Funding these ambitious projects, such as space elevators and interplanetary travel, requires substantial financial investment. Governments have historically been the primary sources of funding, but private investors and public-private partnerships are now playing an increasingly important role.

One notable example is SpaceX, founded by Elon Musk. This private company has successfully reduced the cost of launching payloads into space by developing reusable rockets. Similarly, Blue Origin, founded by Jeff Bezos, is focused on making space travel more affordable and accessible. These companies have secured significant investments from private sources, highlighting the shift toward commercial space ventures.

The development of a space elevator, which could revolutionize space transportation, will likely involve a combination of government funding, private investment, and international cooperation. The initial costs are high, estimated in the tens of billions of dollars, but the potential long-term benefits, including reduced costs and increased accessibility, make it a compelling project.

Furthermore, public-private partnerships have become a key model for financing space exploration. NASA's Artemis program, which aims to return humans to the Moon by 2024, relies on collaboration with private companies and international partners. This approach not only spreads the financial burden but also accelerates technological innovation and development.

As space ventures continue to evolve, the integration of government, private investors, and international entities will be crucial for the successful financing and execution of these groundbreaking projects.

Unit 14

Exercise 2

Alex: Hey, Sarah, I've been thinking more about our startup and how we can secure funding to take it to the next level.

Sarah: Yeah, it's definitely time to start looking into venture capital. Have you considered the different stages of funding?

Alex: Absolutely. I think we're at the stage where seed funding would be most appropriate. We need that initial capital to develop our prototype and get some early traction.

Sarah: Agreed. Seed funding is crucial for startups like ours. And once we have a solid product and some early customers, we can start thinking about Series A funding.

Alex: Right. But before we start approaching investors, we need to nail down our pitch. We have to clearly communicate our vision, market potential, and why we're the right team to execute this idea.

Sarah: Definitely. A compelling pitch is key to attracting the interest of venture capitalists. And we should be prepared for due diligence. They'll want to dig deep into our business model and financial projections.

Alex: Absolutely. We need to have all our ducks in a row before we start those discussions. And we should also think about our exit strategy. What's our end goal here?

Sarah: Good point. I think our ultimate goal is to grow the company and eventually have a successful IPO. But we should also consider other potential exit opportunities, like strategic acquisitions.

Unit 15

Exercise 2

James: Hi, Emma. I heard we're planning to set up an office in Brazil. Do you have any details?

Emma: Yes, James. We've been researching potential locations and are considering São Paulo or Rio de Janeiro.

James: Interesting. What steps do we need to take to establish the office?

Emma: Well, first, we need to carry out a thorough market analysis to understand the local business environment.

James: Right. And then?

Emma: Once we've chosen a location, we'll need to put off the necessary legal and administrative procedures for registration.

James: Makes sense. What about staffing?

Emma: We'll have to take on local employees who are familiar with the culture and market dynamics.

James: Absolutely. And what about infrastructure?

Emma: We'll need to bring in experts to ensure we have the right infrastructure in place, from IT systems to office facilities.

James: Got it. Let's fill out the required paperwork and get on with it.

Unit 16

Exercise 2: Listening

Interviewer: Today, we're discussing the rapid growth of economic cities in Saudi Arabia. Joining us is urban planner, Dr. Khalid Al-Zahrani, who has been closely involved in these projects. Dr. Al-Zahrani, can you tell us more about the rationale behind these economic cities?

Dr. Al-Zahrani: Absolutely. Saudi Arabia has recognized the need to diversify its economy and reduce its reliance on oil exports. The development of economic cities is a strategic initiative to attract foreign investment, promote entrepreneurship, and create new job opportunities for the country's growing population.

Interviewer: What are some of the key advantages these cities offer to businesses and investors?

Dr. Al-Zahrani: The economic cities are designed to provide comprehensive infrastructure, efficient logistics, and a favorable business environment. They offer world-class connectivity through extensive transportation networks, including high-speed rail and major airports. Additionally, companies within these cities benefit

from incentives like tax exemptions and streamlined regulatory frameworks.
Interviewer: How have these economic cities contributed to the overall economic development of Saudi Arabia?

Dr. Al-Zahrani: The economic cities have been a significant driver of economic diversification and growth. They've helped attract foreign direct investment, foster innovation, and create thousands of jobs, particularly in emerging sectors like technology and renewable energy. These cities are also supporting the Kingdom's ambitious goals of reducing its dependence on oil and gas revenues.

Unit 17

Exercise 2

Tom: Hey, Emma, I've been thinking about expanding our business into China. What do you think?

Emma: That's an interesting idea, Tom. China has a huge market potential, but it also comes with its challenges.

Tom: I agree. I've been doing some research, and it seems like we need to look into the legal requirements first.

Emma: Absolutely. We should reach out to a local law firm or consultant to guide us through the process.

Tom: Once we have a better understanding of the regulations, we can go over our budget and see how much we need to allocate for the office setup.

Emma: Right. We should also check out potential office locations in major cities like Shanghai or Beijing.

Tom: And don't forget about cultural differences. We need to carry out some training sessions for our staff to ensure smooth operations.

Emma: Good point, Tom. Let's schedule a meeting to discuss our plan in more detail.

Unit 18

Exercise 2

Sarah: Hi John, we need to schedule a meeting to discuss the new project. When are you available?

John: Hi Sarah, let me check my calendar. I'm available on Monday morning or Wednesday afternoon.

Sarah: Monday morning works for me. Can we confirm the meeting at 10 AM?

John: Sure, I'll send a calendar invite. Is there anything specific we need to prepare for the meeting?

Sarah: Yes, please review the project proposal and be ready to discuss the budget.

John: Got it. I'll see you on Monday at 10 AM.

Sarah: Great. Also, can you bring the latest market research report? I think it will be useful for our discussion.

John: Absolutely. I'll have it ready by then. Do you think we should invite Mark from the finance team as well?

Sarah: That's a good idea. Mark's input on the budget will be valuable. Can you check his availability and send him an invite if he's free?

John: I'll do that right away. Anything else we need to cover?

Sarah: Just one more thing. Let's prepare some questions for the client call next week. It will be good to align on those during our meeting.

John: Sure, I'll draft some questions and share them with you before the meeting. Looking forward to it.

Sarah: Thanks, John. See you on Monday at 10 AM.

John: See you then, Sarah.

Unit 19

Exercise 2

Interviewer: Today, we're discussing the factors businesses should consider when relocating. Joining us is business consultant, Ms. Laura Jones, who has advised many companies on strategic relocation. Laura, what's the first step in deciding on a new location?

Laura Jones: The first step is conducting a thorough cost-benefit analysis. This helps businesses understand the financial implications of the move, including relocation costs, potential savings, and the impact on revenue.

Interviewer: What are some key factors that influence the choice of a new location?

Laura Jones: Demographics and market potential are crucial. Businesses need to ensure that their target customers are present in the new area. Additionally, the new location should offer good accessibility and operational efficiency. This includes infrastructure, logistics, and proximity to suppliers and customers.

Interviewer: How important is the regulatory environment in this decision?

Laura Jones: It's very important. A favorable regulatory environment can reduce the compliance burden and provide incentives, such as tax breaks, which can be very beneficial. Conversely, a stringent regulatory environment can increase operational costs and complexities.

Interviewer: What role does competition play in this decision?

Laura Jones: Analyzing the competition is essential. Businesses need to understand the competitive landscape to develop effective strategies to stand out. Too much competition can make it difficult to gain market share, whereas too little might indicate a lack of market demand.

Interviewer: Finally, what risks should businesses consider when relocating?

Laura Jones: Risk assessment is key. Businesses should consider potential risks such as economic instability, changes in regulations, and unforeseen costs. Planning for these risks helps in making an informed decision and ensuring a smooth transition.

Unit 20

Exercise 2

Listening Moderator: Today, we're delving into the topic of remote work and its impact on the online job market. Our panelists will share their experiences and insights on this evolving trend. Let's start with Sarah, who works as a remote freelance writer. Sarah, how has remote work influenced your career path?

Sarah: Remote work has provided me with the flexibility to work on projects from different time zones and collaborate with clients worldwide. It has broadened my professional network and allowed me to take on diverse writing assignments that align with my interests.

Moderator: Thank you, Sarah. John, as a recruiter for a tech company, how do you view the rise of remote work in the job market?

John: Remote work has transformed the way companies recruit talent, enabling us to hire top candidates regardless of their physical location. We now focus on assessing candidates' skills, communication abilities, and self-motivation for remote roles, leading to a more inclusive hiring process.

Moderator: Interesting insights, John. Finally, Amanda, a career coach specializing in remote job opportunities, what advice do you have for job seekers navigating the online job market?

Amanda: Job seekers should emphasize their remote work experience and digital skills on their resumes and LinkedIn profiles. Engaging in virtual networking events and showcasing adaptability to remote work environments can also enhance their competitiveness in the online job market.

Unit 21

Exercise 2

Interviewer: Today, we're joined by career coach Laura Peterson, who will share her insights on effective job search strategies. Laura, what's the first step job seekers should take?

Laura Peterson: The first step is to update your resume and tailor it to the job you're applying for. Highlight your relevant skills and experience to match the job description.

Interviewer: How important is networking in the job search process?

Laura Peterson: Networking is crucial. Many jobs are filled through referrals, so it's important to attend industry events and connect with professionals in your field.

Interviewer: What should candidates keep in mind when preparing for job interviews?

Laura Peterson: Research the company thoroughly and practice common interview questions. Also, prepare questions to ask the interviewer to show your interest in the role and the organization.

Interviewer: Any final tips for job seekers?

Laura Peterson: Stay positive and persistent. The job search can be challenging, but maintaining a proactive and optimistic attitude will help you stay motivated.

Unit 22

Exercise 2

Interviewer: Today, we're speaking with business consultant James Roberts about balancing fixed procedures and flexibility in the workplace. James, why is this balance important?

James Roberts: Finding the right balance ensures that a company can maintain efficiency and compliance while also fostering innovation and adaptability. It's about creating a structured environment that still allows for flexibility where needed.

Interviewer: Can you give an example of how a company might achieve this balance?

James Roberts: Absolutely. A software development firm might have fixed procedures for code review to maintain quality and security standards. At the same time, they can allow flexibility in the creative process of developing new features to encourage innovation.

Interviewer: What are some potential challenges of maintaining this balance?

James Roberts: One challenge is resistance to change from employees who are used to fixed procedures. Another is the risk of inconsistencies if flexibility is not managed properly. It requires strong leadership and clear communication to navigate these challenges.

Interviewer: Any final advice for companies trying to balance these approaches?

James Roberts: Regularly review and update your procedures to ensure they're still effective. Encourage feedback from employees to identify areas where flexibility can be introduced without compromising quality or compliance.

Unit 23

Exercise 2

Interviewer: Today, we're talking with marketing strategist Anna Lee about effective ways to market products to students. Anna, why is the student demographic important for marketers?

Anna Lee: Students are a key demographic because they are often early adopters of new trends and technologies. They also have significant influence over their peers and future purchasing decisions.

Interviewer: What are some effective strategies for reaching students?

Anna Lee: Digital marketing is crucial. Social media platforms like Instagram, TikTok, and YouTube are where students spend a lot of their time. Creating engaging and relatable content on these platforms can be very effective. Additionally, partnering with influencers who resonate with the student audience can help increase brand awareness and trust.

Interviewer: Can you give an example of a successful marketing campaign targeting students?

Anna Lee: Sure. A notable example is a campaign by a fashion brand that collaborated with popular student influencers to promote a back-to-school collection. They used Instagram stories, TikTok videos, and YouTube vlogs to showcase the clothing, which led to high engagement and increased sales.

Interviewer: Any final tips for companies trying to market to students?

Anna Lee: Yes, always stay authentic and listen to feedback from your student audience. They value authenticity and can quickly spot when a brand is trying too hard to fit in. Regularly engaging with them and adjusting your strategies based on their feedback can lead to more successful marketing outcomes.

Unit 24

Exercise 2

Colleague 1: So, we've received three proposals for our upcoming marketing campaign. Let's discuss each one and decide which one to go with.

Colleague 2: Okay, what's the first proposal?

Colleague 1: Proposal A suggests launching a series of interactive online events to engage our target audience. It includes live Q&A sessions with industry experts and virtual product demonstrations.

Colleague 2: That sounds intriguing. What about Proposal B?

Colleague 1: Proposal B focuses on influencer partnerships. It suggests collaborating with popular social media influencers to promote our product to their followers.

Colleague 2: Interesting approach. And Proposal C?

Colleague 1: Proposal C recommends a combination of both strategies. It suggests hosting live events featuring influencers who can interact directly with our audience while showcasing our product.

Colleague 2: Hmm, that could be effective. I think Proposal C offers the best of both worlds – engaging content and influencer marketing.

Unit 26

Exercise 2

Understanding Price Trends: Dynamics in the Market

The concept of price trends is crucial in understanding the dynamics of the market. A price trend refers to the direction in which prices are moving over a specific period. There are three main types of price trends: upward, downward, and sideways. An upward trend indicates that prices are increasing, while a downward trend indicates that prices are decreasing. A sideways trend, on the other hand, suggests that prices are remaining stable.

In recent years, the price trend for electronics has been downward. This is largely due to the advancement in technology, which has led to a decrease in production costs. As a result, consumers are able to purchase high-quality electronics at a lower price than ever before. In fact, some retailers are offering discounts of up to 30% on certain products.

However, not all industries are experiencing a downward trend. The price of housing, for instance, has been increasing steadily over the past decade. This is largely due to the high demand for housing, particularly in urban areas. As a result, the cost of living has increased, making it difficult for people to afford basic necessities.

Economists are predicting that the current downward trend in electronics will continue for the foreseeable future. However, they are also warning of a potential upward trend in the cost of living due to the rising cost of raw materials.

Unit 27

Exercise 2

Pricing Strategy

Amazon, the e-commerce giant, has been experimenting with its pricing strategy to stay competitive in the market. In the past year, the company has increased prices on certain products by up to 20%. This move was aimed at offsetting the rising costs of shipping and handling. However, Amazon has also offered discounts to loyal customers who have made frequent purchases. Additionally, the company has started to use value-based pricing for its premium products, such as the Echo smart speaker. This approach takes into account the product's features, quality, and customer perceived value.

As a result of these pricing decisions, Amazon's sales have increased, and the company has been able to maintain its market share. The company's pricing strategy has also been influenced by its competitors, such as Walmart and eBay, which have been trying to undercut Amazon's prices. To stay ahead, Amazon has been monitoring its competitors' prices and adjusting its own prices accordingly.

In the future, Amazon plans to continue experimenting with its pricing strategy to stay competitive. The company is considering the use of dynamic pricing, which involves adjusting prices in real-time based on demand. This approach has been used

successfully by companies like Uber and Airbnb, and Amazon believes it could be an effective way to manage its pricing.

Unit 28

Exercise 2

Dilemma – Stock Market Challenge in Uzbekistan.

In Uzbekistan, the stock market is relatively young, but it's growing rapidly. Recently, a stock market challenge was organized by a local university to encourage students to learn about investing. Participants were given virtual money to invest in the local stock exchange. The challenge aimed to teach students the basics of trading, the importance of diversification, and how to analyze market trends.

One participant, Ali, faced a dilemma during the challenge. He had invested a significant portion of his virtual money in a tech startup that initially performed well. However, the company announced a delay in its new product launch, causing its stock price to plummet. Ali had to decide whether to sell his shares at a loss or hold onto them in hopes of a recovery.

Ultimately, Ali decided to hold his shares, believing in the long-term potential of the company. This decision paid off when the company resolved its issues, and the stock price rebounded. The challenge highlighted the complexities and risks involved in stock market investments and the importance of making informed decisions.

Unit 29

Exercise 2

Problems – Fighting Fraud in Uzbekistan

In Uzbekistan, fighting fraud has become a top priority for the government and businesses alike. Over the past few years, there has been a significant increase in fraud cases, particularly involving embezzlement and identity theft. To combat this, the government has implemented stricter regulations and enhanced penalties for those found guilty of fraudulent activities.

One major initiative is the establishment of a dedicated anti-fraud unit within the Ministry of Finance. This unit is responsible for investigating suspected fraud cases and working with businesses to improve their fraud prevention measures. Additionally, there has been a push to increase public awareness about the risks of fraud and the importance of protecting personal information.

A recent case involved a large-scale embezzlement scheme within a major corporation. The company's internal audit team discovered irregularities in the financial statements, leading to an investigation that uncovered the theft of millions of dollars. The suspects were arrested, and the company has since implemented more robust internal controls to prevent future occurrences.

The fight against fraud in Uzbekistan also includes international cooperation. The government is working with other countries to share information and best practices, making it more difficult for fraudsters to operate across borders. Overall, these efforts are showing positive results, with a noticeable decrease in the number of fraud cases reported in the last year.

Unit 30

Exercise 2

Dilemma – A Fair Decision

In a corporate setting, making fair decisions can often present a dilemma. Take the example of a company needing to downsize its workforce. The management has to decide which employees to let go. On one hand, there are senior employees who have been with the company for many years but whose performance has declined. On the other hand, there are newer employees who have shown exceptional skills and promise.

To handle this dilemma, the company decided to implement a transparent evaluation process. They set up a committee to assess the employees based on their recent performance, contributions to the company, and potential for future growth. The goal was to create a level playing field where each employee was judged fairly.

The committee used various metrics to ensure that their decision was just and unbiased. They also held meetings with the employees to discuss their evaluations and provide feedback. This approach not only helped in making a balanced judgment but also ensured that the employees understood the reasons behind the decisions.

Ultimately, the company decided to retain a mix of experienced and new employees. This balanced approach aimed to maintain the company's stability while also fostering innovation and growth. By striving to be fair and square in their decision-making process, the company was able to handle the difficult situation effectively.

Unit 31

Exercise 2

Complaining – Getting Better Service

Dealing with complaints is an essential part of providing good customer service. When customers voice their discontent, it's an opportunity for businesses to address their concerns and improve the overall customer experience. However, handling complaints effectively requires patience, empathy, and a willingness to listen.

One common mistake businesses make is ignoring or dismissing customer complaints. Instead, they should view complaints as valuable feedback and take proactive steps to resolve them. This might involve offering refunds, replacements, or discounts as a gesture of goodwill. By addressing complaints promptly and professionally, businesses can turn dissatisfied customers into loyal advocates.

In addition to addressing individual complaints, businesses should also look for patterns or trends in customer feedback. If multiple customers raise similar issues, it may indicate a systemic problem that needs to be addressed. By identifying and fixing these underlying issues, businesses can prevent future complaints and improve overall service quality.

Moreover, businesses can empower their frontline staff to handle complaints effectively. Customer service representatives should be trained to listen actively, empathize with customers, and find solutions to their problems. By equipping staff with the necessary skills and authority, businesses can resolve complaints quickly and efficiently.

Ultimately, businesses that prioritize customer satisfaction and take complaints seriously are more likely to succeed in the long run. By turning negative experiences into positive outcomes, they can build trust, loyalty, and goodwill with their customers.

Unit 32

Dilemma – Service Not Included

Customer: Excuse me, I have a concern about the recent purchase I made. I bought this vacuum cleaner online, and the description clearly stated that it comes with a one-year warranty. However, when I received the product, there was no warranty included.

Customer Service Rep: I apologize for the inconvenience, ma'am. Let me look into this matter for you. It seems like there might have been a misunderstanding. Our records show that the warranty is indeed included with the purchase of this vacuum cleaner. It's possible that there was an error in the packaging process.

Customer: I see. Well, I really need the warranty for peace of mind, especially considering the price of the product. Is there anything you can do to rectify this situation?

Customer Service Rep: Absolutely, ma'am. Since the warranty was advertised as part of the product, we will honor that commitment. I will arrange for a warranty certificate to be sent to you via email within the next 24 hours. Additionally, as a gesture of goodwill for the inconvenience caused, we would like to offer you a complimentary accessory kit for your vacuum cleaner.

Customer: Thank you so much for addressing this issue promptly and for the additional gesture. I appreciate your assistance in resolving this dilemma.

Unit 33

Exercise 2

Increasing Productivity – Car Manufacturing in Uzbekistan

Uzbekistan's car manufacturing industry is on the fast track to becoming a significant player in the global market. With the government's support, car manufacturers are

implementing advanced technologies and lean manufacturing techniques to crank up production and drive efficiency.

In recent years, Uzbekistan has invested heavily in modernizing its factories, focusing on streamlining operations and reducing waste. By fine-tuning their processes and adopting automation, these plants have managed to increase their output significantly. The introduction of electric and hybrid car models has also been a key strategy in shifting gears towards more sustainable production.

Moreover, the collaboration between local car manufacturers and international companies has brought in valuable expertise and innovation. This partnership has enabled Uzbekistan to enhance its production capabilities and ensure that new car models rolling off the assembly line meet international standards.

As a result, the car manufacturing sector in Uzbekistan is experiencing rapid growth, with a notable increase in both domestic sales and exports. By continuing to focus on efficiency and innovation, Uzbekistan aims to solidify its position in the competitive car manufacturing industry.

Unit 34

Exercise 2

Just-in-Time Production – Managing Time

Just-in-Time (JIT) production is a strategy that aims to improve a business's return on investment by reducing in-process inventory and associated carrying costs. This method requires producers to be highly efficient and to manage their time meticulously. By receiving goods only as they are needed in the production process, companies can minimize waste and improve productivity.

Managing time effectively in a JIT system involves careful planning and scheduling. It's essential to coordinate with suppliers to ensure materials arrive just in time for production. This requires a high level of communication and flexibility. Additionally, employees must be well-trained and prepared to adapt to changes quickly.

Implementing JIT can lead to significant time savings and cost reductions. However, it also comes with challenges such as the need for precise demand forecasting and the risk of supply chain disruptions. Companies that successfully manage these challenges can reap substantial benefits, including increased efficiency and a competitive edge in the market.

Unit 35

Exercise 2

Developing Company Creativity

To foster creativity within a company, it is crucial to create an environment that encourages innovation and unconventional thinking. Companies should promote a culture where employees feel free to share their ideas without fear of criticism. This can be achieved through regular brainstorming sessions, workshops, and providing a platform for open communication.

Effective time management is essential for creativity. Allocating specific times for creative thinking can help employees focus and generate innovative ideas. Encouraging teamwork and collaboration also plays a significant role in fostering creativity, as diverse perspectives often lead to out-of-the-box solutions.

Implementing a reward system for innovative ideas can motivate employees to think creatively. Recognizing and rewarding creative efforts not only boosts morale but also encourages a continuous flow of fresh ideas. Additionally, providing the necessary resources and tools for creative thinking, such as access to new technology and training, can significantly enhance the innovation process.

However, developing company creativity is not without challenges. It requires ongoing commitment and a willingness to embrace change. Companies that successfully overcome these challenges and prioritize creativity often find themselves at the cutting edge of their industry, enjoying a competitive advantage and sustained growth.

Unit 36

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Content

INTRODUCTION.....	3
1. Present simple. Move over game boys	4
2. Present continuous. Follow-up emails.	11
3. Dilemma – Exporting to Mexico. Greeting people	18
4. No hiding place. Using the internet	27
5. Countable and uncountable: Types of presentation. Dilemma – Buy it now.....	33
6. Office workers “admit being rude”. Offers and requests.	42
7. Being polite. Dilemma – A workplace bully.....	49
8. Fashion’s favorite. Comparatives and superlatives.	57
9. Promoting the image. Describing products.....	65
10. Honest and diplomatic. Dilemma – Volkswagen bugs.....	72
11. What is success? Passion into profit.....	78
12. Setting up a new business. Dilemma – Organic growth.....	85
13. Ventures into space. An elevator to space. Financing ventures	94
14. Venture capital. Modals of possibility.....	100
15. Making predictions. Dilemma – Risky ventures.....	106
16. A good location. Arabia’s field of dreams	110
17. Multi-part verbs. An office abroad	115
18. Future plans and intentions. Making an appointment	120
19. Dilemma – A new location	125
20. Starting a career. The online job market	130
21. Finding a job. The imperative Mood	134
22. Fixed procedures or flexibility? Dilemma – For love or money?	139
23. Promoting the product; Marketing to students;	143
24. Promoting the product; Marketing to students;	148
25. Dilemma – Guerrilla Marketing.....	152
26. Price trends. Make it cheaper and cheaper	157
27. Pricing strategy. Present perfect	161
28. Dilemma – Stock market challenge.	165
29. Problems; Fighting Fraud;	170
30. Passives. Dilemma – A fair decision	175
31. Complaining. Getting better service.....	179
32. Dealing with problems. Dilemma – Service not included	183
33. Increasing productivity. Car manufacturing.....	188

34. Just-in-time production; Managing time;	193
35. Creative solutions. Developing company creativity	198
36. Motivation. Personal qualities.	202