

# UNIT 1 The working day

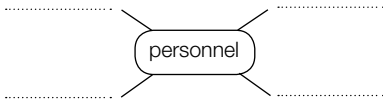
## Vocabulary

Many students record the words that they want to learn by writing them in a list with a translation next to each one. This is not usually the best way of doing it because:

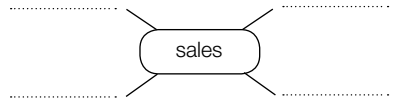
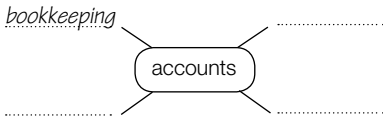
- the words are not organised into topics
- it does not tell you how to use the words.

Words are often easier to remember if you put them into groups based on the meaning.

1 Write the words from the box next to the most suitable company department to make three word diagrams.



bookkeeping consumer expenditure  
 human resources mail order  
 payroll recruitment retail outlet  
 salary staff wholesale workforce



2 Can you add any more words to the diagrams? Use your dictionary if you like.

Another way to group words is to record ones that we often use together. These will often be from different parts of speech, like verbs and nouns.

3 Choose the best verbs from the box to make common verb–noun pairs.

pay install lead book look up ~~run~~ recruit work on

- 1 ..... *run* ..... a business
- 2 ..... information
- 3 ..... a flight
- 4 ..... a team
- 5 ..... software
- 6 ..... a project
- 7 ..... an invoice
- 8 ..... staff

## Grammar

1 Read the following statements from a marketing manager and put the verbs in brackets in the correct tense, either present simple or present continuous.

- 1 My department .....*is*..... currently *working* on a new media plan. (work)
- 2 I always ..... the business news before I start work. (read)
- 3 The sales manager ..... our product to be available in more supermarkets. (want)
- 4 This week, we ..... the changes to our advertising budget. (review)
- 5 I usually ..... my email at least twice a day. (check)
- 6 I ..... a meeting with the market research team every week. (have)
- 7 It ..... that customers ..... the upgraded version of our main product at the moment. (see, not buy)
- 8 We ..... of making some changes to one of our products because we ..... to take advantage of new technology. (think, need)

2 Read the article and then write the questions for the answers in your notebook.

### AUDIENCE NUMBERS DOWN FOR RADIO HEARTBEAT

Things are not looking good at Radio Heartbeat at the moment. Their new breakfast show presenter, Johnny Race, just can't keep the listeners. He only attracts 30,000 listeners each morning whereas 45,000 people regularly listen to the rival station, Hugz. Even more worrying for Heartbeat is the success of Marie Riley's new breakfast show over on Shire Radio. According to opinion surveys, people especially like the interviews on her show.

Heartbeat's chief executive, David Webb, says that he is not worried by the figures. 'We're trying to appeal to younger listeners now,' he says. 'They need time to find us. Johnny's got a great personality and I'm sure he can bring them in. We have every confidence in him.'

Unfortunately, now Heartbeat's teatime DJ, Morgan Wells, says he is thinking of leaving the station. If he does, this will be another major blow for Radio Heartbeat.

- 1 How many listeners does Johnny Race attract?  
30,000 each day.
- 2 The interviews.
- 3 No, he isn't worried.
- 4 Younger listeners.
- 5 Because he has a great personality.
- 6 Leaving Radio Heartbeat.

## UNIT

**2 Online communication****Reading**

Read the following titles of the pages of a company's website. Match each piece of information (1–8) with the page where you should look for it (a–i).

There is one title you do not need.

- a Annual reports
- b Board of directors
- c Contact us
- d Career development
- e Research and innovation
- f Company history
- g Sustainable development
- h Diversity policy
- i Mission statement

- 1 The telephone numbers for different company departments .....<sup>c</sup>.....
- 2 Training courses they run for new staff .....
- 3 The name of the Chief Executive .....
- 4 How much profit they made last financial year .....
- 5 What the company does to help the environment .....
- 6 What the company aims to achieve .....
- 7 The date the company started .....
- 8 New products they have just launched .....

**Vocabulary**

Complete the sentences with the correct verb from the box. There is one verb you do not need.

download reboot copy forward ~~post~~ hack upload surf attach

- 1 I try to *post* something on my blog every week.
- 2 Please ..... me in to any future correspondence.
- 3 You can ..... our application form from our website.
- 4 I forgot to ..... the document to my previous email, so I'm sending it now.
- 5 You need to choose a strong password or someone may ..... into your account.
- 6 I'll ..... you the email I received from our suppliers.
- 7 When you ..... the Internet, your search engine will record all the sites you visit.
- 8 When the computer screen freezes, the only thing you can do is to .....

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Norman Whitby

Excerpt

[More information](#)

## Grammar and vocabulary

Complete the following emails. Choose the correct word, A, B or C, to fill each gap (1–10).

We are **1** ..... **B** ..... to move to a new office **2** ..... September and we would like to enquire **3** ..... the cost of your office space planning service. We are also interested **4** ..... purchasing some new workstations and would be grateful if you **5** ..... send us your catalogue.

Kind regards,  
Aneta Tworek

- |          |                   |           |
|----------|-------------------|-----------|
| 1 A plan | <b>B planning</b> | C planned |
| 2 A in   | B on              | C at      |
| 3 A for  | B of              | C about   |
| 4 A to   | B in              | C at      |
| 5 A can  | B could           | C will    |

Dear Ms Tworek,

Thank you for your email. Please **6** ..... attached a copy of our current catalogue.

Our designers will be happy to visit your new premises and carry **7** ..... an assessment. There is **8** ..... charge for this first consultation. Please call us on 0208 5738911 to arrange a **9** ..... time.

We look forward to **10** ..... from you.

Best wishes,  
Steven Woods

- |           |            |           |
|-----------|------------|-----------|
| 6 A find  | B found    | C finding |
| 7 A out   | B up       | C off     |
| 8 A any   | B no       | C not     |
| 9 A right | B suitable | C fitting |
| 10 A hear | B heard    | C hearing |

## UNIT

**3** Company growth**Grammar 1**

- 1 Read the following text to find out about the history of Wipro Technologies.

**WIPRO TECHNOLOGIES**

Wipro is one of India's biggest software and electronics companies. Its customer list includes Sony, Microsoft and Nokia and it generally makes a yearly profit of over one billion US dollars. But Wipro is also an example of a company which began as something very different from what it is now.

Mr M.H. Premji originally founded the company in the 1940s. At that time it was called Western India Vegetable Products Ltd and it manufactured vegetable oil and soap. Mr Premji's son, Azim Premji, went to Stanford University in California to study engineering but he did not finish his studies. In 1966, following the death of his father, he returned to India and took over the business. Under Azim Premji, the company began a programme of expansion and started to produce a number of completely different products. These included lights and baby care products.

In the 1970s and 1980s, the government's economic policies stopped many multinational companies from trading in India. Global IT companies like IBM left the country and Wipro moved into this field. Azim Premji set up the first IT business in Bangalore in 1980 and the company soon expanded into other IT areas such as system design. In the 1990s, the government reopened the markets and many multinational companies returned to India. At the same time, Wipro began working on product engineering for customers in the USA and also launched a global IT services division. Today the IT services generate the major part of Wipro's revenue.

- 2 Put the verb in brackets into the past simple form, either affirmative or negative, to make true sentences about Wipro.

- Mr M.H. Premji, the founder, *did not/didn't call* the company Wipro Technologies. (call)
- Mr M.H. Premji ..... the company in the 1940s and 1950s. (run)
- In the 1940s, the company ..... baby care products. (make)
- In the 1970s and 1980s, the government ..... the activity of multinational companies in India. (limit)
- During the 1980s, IBM ..... in India. (operate)
- In the 1980s, the company's IT division ..... rapidly. (grow)

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Excerpt

[More information](#)**3 Now write questions for the following answers.**

- 1 When did Mr M.H. Premji found the company?  
In the 1940s.
- 2 Vegetable oil and soap.
- 3 Stanford University in California.
- 4 In 1966.
- 5 Because of the government's economic policies.
- 6 In 1980.

**Grammar 2****1 Put the verbs in brackets into the correct tense, either past simple or past continuous.**

- 1 The company began (begin) in 1985 when the founder started (start) selling ice cream from his farm in New Hampshire.
- 2 He ..... (meet) his business partner while he ..... (study) for an MBA in London.
- 3 I ..... (wait) for my train when your text message ..... (come) through.
- 4 When I ..... (look) at the envelope, I ..... (see) it was a letter from our sponsor.
- 5 Thieves ..... (break) into the delivery van while the driver ..... (have) coffee.
- 6 I ..... (tell) my PA to take a taxi because it ..... (rain).
- 7 When the chairman ..... (leave) the meeting room, everyone ..... (breathe) a sigh of relief.
- 8 The company ..... (plan) to move to the city centre but then someone ..... (offer) them cheaper premises.

**2 Complete the text with the verbs in the box. Use the correct tense, either past simple or past continuous.**

notice make set feed produce give

**THE WUVIT**

The Wuvit is a pillow filled with corn that you heat in a microwave and then use to treat aches and pains. Kim Levine, a housewife from Michigan, US, first **1** made one in her kitchen in 2001. One day her husband **2** ..... the animals in their backyard when she **3** ..... his bag of corn next to her sewing machine. The sight of these two objects together **4** ..... her the idea. At first, she **5** ..... them as Christmas presents for friends and family, but they were so popular that she soon **6** ..... up her own business. Today her company is worth over 10 million dollars.