

DRUGI PROBNI, POSLOVNI ENGLISKI I, JANUAR 2015

VOCABULARY

A IDEAS

3 Choose the correct word (a, b or c) to complete each sentence (11–15).

11 A brainstorming meeting is useful when you want to _____ ideas.

- a) criticise b) deal with c) generate

12 Researchers were working on the problem for a long time before they finally made a _____.

- a) breakdown b) breakthrough c) break up

13 It is very difficult to _____ a new market when you have no experience of it.

- a) enter b) meet c) introduce

14 We want to _____ our product range, so we're launching a new, luxury model.

- a) extend b) exercise c) explore

15 We're hoping that our exciting new design will win an _____.

- a) event b) enterprise c) award

B STRESS

4 Complete these sentences (16–20) with the words from the box.

| |
|---|
| deal with / give / meet / spend / take / work |
|---|

16 I always feel stressed when I have to _____ a presentation in English.

17 If you want to succeed in this job, you have to be able to _____ under pressure.

18 Trying to _____ tight deadlines is always stressful.

19 Sara likes to work part time so that she can _____ more time with her children.

20 One way to _____ high levels of stress is to go to a stress counsellor.

LANGUAGE

A PAST SIMPLE AND PRESENT PERFECT

6 For each gap (26–30), write the verbs in brackets in the correct tense.

A: Where can we take Mr Chen when he comes to visit us in London next month?

B: We could take him to see some of the sights.

A: Hmm. He [*visit*] _____²⁶ London several times, so I think he [*see*] _____²⁷ most of the sights already.

B: What about the theatre?

A: I [*take*] _____²⁸ him to the theatre last year. Unfortunately, his English wasn't very good, and he [*not understand*] _____²⁹ very much.

B: But perhaps his English [*improve*] _____³⁰ since then.

B PAST SIMPLE AND PAST CONTINUOUS

7 For each gap (31–35), write the verbs in brackets in the correct tense.

The other day, I [*sit*] _____³¹ in a meeting when I started to feel ill. We [*discuss*] _____³² a difficult problem at the time: we needed to increase the number of staff, but there wasn't enough space in the office for any new workers. Everyone [*think*] _____³³ it was too expensive to rent more office space. Because I was unwell, I [*decide*] _____³⁴ to leave and take some work home with me. While I [*walk*] _____³⁵ home, the solution suddenly came to me: why not let people work from home some of the time? That way, we wouldn't need so much office space and we could employ more people.

READING

Women at the top: 'We have to be open to ideas'

Arlette-Elsa Emch brought a new business plan to the largest watch company in the world: the Swatch Group. Ms Emch has been so successful that she is perhaps the most powerful woman in the Swiss watch industry.

'I have changed a lot in the Swatch Group and I have shown men the importance of fashion and how it can influence watchmaking.

'It is important to bring a woman's feeling to watches, as 60 per cent of watch buyers are women. You have to listen and see what is happening. In Switzerland, we are surrounded by mountains and have to let ourselves be open to ideas.'

Another high-powered woman is the energetic Caroline Gruosi-Scheufele, co-president of family-owned Chopard. She changed Chopard from a watch company into an international luxury jewellery and watch brand.

'When I started work, we made just watches, but today we are well-known for our jewellery. When I first had the idea of making jewellery in 1976, my brother and father thought I was crazy, but they trusted me,' she says. Today, Chopard's jewellery sales equal watch sales in value terms.

'It is easier for women to understand what we might want,' she says.

Another example is Cinette Robert, owner of Dubey & Schaldenbrand. She was taught by Georges Dubey himself, who was prepared to overlook the fact that she was a woman because she was keen to learn.

'In the 1960s in Switzerland, women were not so well accepted in the workplace. They were given only small jobs, but this didn't disturb me. I found my way.'

Her way was to turn to banking in Zurich and, in 1995, she bought Dubey & Schaldenbrand, complete with ten watchmakers, and today employs 100 people. She admits it has been hard.

So what advice would she give to women wanting to enter male territory? 'Wait until you have enough experience, as the sector is becoming more competitive. It is easier now than it was in the 1960s when I started ... but it is still not easy for a woman.'

11 Read the article and choose the best description (a–d) for each woman (51–53).

51 Arlette-Elsa Emch _____

52 Caroline Gruosi-Scheufele _____

53 Cinette Robert _____

- a) bought a watch company after working in banking.
- b) has more power than any other woman in the watch industry.
- c) believes that men have the best ideas about watch-making.
- d) introduced the idea that her company should make jewellery.

12 Choose the best description (a–d) for each company (54–56).

54 Swatch _____

55 Chopard _____

56 Dubey & Schaldenbrand _____

- a) is family-owned.
- b) employs 100 people.
- c) is market leader in the watch industry.
- d) is run entirely by men.

13 Mark these statements true (T) or false (F) according to the article.

57 More than half of the people who buy watches are men. _____

58 Chopard earns as much money from jewellery as from watches. _____

59 Cinette Robert has owned her company for more than ten years. _____

60 Chopard has always made both jewellery and watches. _____