

Progress Test 3 (Units 7–9)

VOCABULARY

A MARKETING

3 Match each phrase with one of the definitions (11–15) below.

sales target _____

market segment _____

advertising agency _____

consumer profile _____

product life-cycle _____

- 11 A group of consumers who have similar age, income and interests
- 12 A description of a typical customer who may be interested in a product
- 13 A business that produces advertisements and advises companies on advertising
- 14 The number or amount that a company aims to sell during a period of time
- 15 The length of time that people continue to buy a product

B PLANNING

4 Complete this extract from a presentation to a group of people wanting to start their own business (16–20) with words from the box. There is one word you don't need.

arrange / collect / do / estimate / invest / prepare
--

OK, so you've got an exciting new product idea and you want to develop and sell it.

The first thing you have to do is _____¹⁶ a plan. You need to see if there is a demand for your product, so you should _____¹⁷ some research to find out how many people might buy it and who these people are. You also need to _____¹⁸

information about similar products already on the market and what price they sell at.

Next, you have to _____¹⁹ the costs of developing, manufacturing and selling your product. And of course, you mustn't forget to add in the costs of running your business – office rent, salaries and so on. With this information, you can calculate how much profit you could make. Then if you need help with financing, you can take your plan to a bank. Or you could try to find an equity partner – someone who wants to _____²⁰ in your idea ...

C PREPOSITIONS

5 Complete this text (21–25) with the correct prepositions.

I find it very hard working with Andy. He just doesn't communicate _____²¹ people. He does his own job well enough, but he never talks _____²² what he's doing or what he's done. It makes it very difficult to deal _____²³ problems. Sometimes I try to discuss problems with him, but he doesn't respond _____²⁴ my concerns. He leaves everything to me. For example, yesterday, a customer file was missing. I asked him if he'd seen it and he said 'no'. But then I found it on his desk. And he never apologised _____²⁵ me!

LANGUAGE

A QUESTIONS

6 Write the questions that lead to each answer below (26–30). Use the question words given.

For example:

When *did you leave?*

We left at 10 p.m.

26 Which _____?

I prefer the first option.

27 Who _____?

Jane Moorcroft is the CEO of Binhams plc.

28 Where _____?

We held the meeting in London last year.

29 Why _____?

I've decided to resign because of stress.

30 How much _____?

The new model costs \$144.

B FUTURE

7 Complete the sentences (31–35) with the words and phrases from the box.

am planning / flying / going to / hope to / meeting / starts / will have

For example:

As you can see from my schedule, I'm *going to* be out of the office next week.

- 31 On Saturday, I'm _____ to Dubai for the opening of our new offices there.
32 The opening ceremony _____ at 3 p.m. on Monday.
33 On Tuesday evening, I _____ dinner with the local staff.
34 I _____ meet some of our more important contacts in the city.
35 I _____ to stay for five or six days.

SKILLS DEVELOPMENT

A ENTERTAINING

9 Choose the best phrase (a–f) to complete the conversation (41–46), which takes place during lunch with a client.

- a) All the best
- b) If you don't mind
- c) I really enjoyed it
- d) It's very kind of you
- e) Thanks for all your hospitality
- f) What do you like doing in your spare time?

Client Of course, I enjoy travelling, but I often have to travel at weekends, and that takes up my spare time.

Host A _____⁴¹

Client Well, I enjoy watching sport and I often go to football matches with my two sons.

Host A We have a very good match here tomorrow evening. I could get some tickets if you'd like to go.

Client _____⁴², but I'm afraid I already have an engagement tomorrow. Perhaps another time.

Host A Yes, of course. Would you like something else to eat? Some cheese or some dessert?

Client No, thanks. Just a coffee, please. It's been a lovely meal – _____⁴³.

Host B I'm sorry, but I have another meeting at two o'clock. _____⁴⁴, I'm going to have to leave you.

Client Well, it's been a pleasure meeting you. _____⁴⁵.

Host B It's been a pleasure to welcome you here. I hope we'll see you again soon.

Client I hope so, too. Goodbye. _____⁴⁶.

B MEETINGS

10 Complete the extract from a meeting (47–50) with these phrases (a–d).

- a) Could I just say something?
- b) If you'll just let me finish.
- c) Are you saying
- d) Sorry to interrupt

A ... and the problem with setting a low target is that our sales people won't have to work very hard to reach it. We have to set a target that will motivate them. So I think ...

B Hold on a minute! _____⁴⁷ that my sales staff need a high target to make them work hard? Because if that's what you mean, I have to disagree. My department has some of the most hard-working and ...

C _____⁴⁸, but I don't think that ...

B _____⁴⁹ My department has some of the most hard-working and competitive sales people in the company, and they don't need high targets to motivate them to work hard!

C _____⁵⁰

A What is it, Barry?

B It's just that I don't think 8,000 is a low figure. The market is very difficult at the moment, and I don't believe we can sell more than that.