

Activity file

1 Introductions, Vocabulary 2, Exercise B, page 8

Student A

Ask about:

- 1 Sony
- 3 Volvo
- 5 Gucci
- 7 Michelin
- 9 McDonald's

Answers to Student B's questions

- 2 Givenchy – French
- 4 Zara – Spanish
- 6 Aeroflot – Russian
- 8 Siemens – German
- 10 Olympic Airways – Greek

3 Problems, Case study: Blue Horizon, page 29

Student B

Guest at Blue Horizon

Telephone the company's representative. You are very unhappy with your two-week holiday at Blue Horizon. It cost a lot of money.

- Tell the representative why you are unhappy with the building, apartment and facilities.
- You want to move to a different Sunrise Holidays apartment building or to get your money back.

7 People, Case study: A people problem, page 69

Director A

You are friendly with Sam Benetti. You want Lincoln to leave the company. He makes everyone unhappy and is difficult to work with.

You know:

- two office staff are leaving because of Lincoln's behaviour.
- Sam Benetti is ambitious and hard-working.
- Sam Benetti is popular with all the staff.

You say:

- The problem is ...
- Why don't we ...?
- That's a good idea. / I don't agree because ...

8 Markets, Skills, Exercise D, page 76

Student A

You start the meeting with a suggested name for the bar.

Name Good Taste

Price €1.25

Promotion Advertise in magazines and papers for young professionals

2 Work and leisure, Case study: Independent Film Company, page 21

Student A Interviewer (Human Resources)

Interview a staff member and ask questions. Note down the answers.

- Position: (What / job?)
- Daily routine: (What / do / in / job?)
- Hours: (What / hours / work?)
- Breaks: (How often / breaks?)
- Lunch: (When and where / have lunch?)
- Feelings about job: (What / like (not like) about / job?)

6 Sales, Skills, Exercise C, page 56

Student A Store manager

You want to buy some divers' watches. Ask the manufacturer about:

- the most popular model
- the features
- the colours
- the price
- the delivery
- the guarantee

9 Companies, Starting up, Exercise A, page 78

1b 2c 3a 4b 5c 6a 7c

12 Jobs, Case study: High Profile Inc., page 113

Marketing director and Human Resources director

- 1 One of you interviews J. Walter (age 34, married, 2 children) first. The other interviews P. Madison (age 42, single). Then you interview the other candidates.
- 2 Check the candidate's personal details.
- 3 Ask questions about the candidate.
 - Why they want the job
 - Qualifications
 - Work experience
 - Skills
 - Interests
- 4 Ask any other questions you want to.
- 5 Ask the candidate if they have any questions.

Preparing for the interview

You can offer:

- a salary of €80,000
- 3 weeks' annual leave
- a company car
- flexitime

You can invent any details you want.

9 Companies, Case study: You and your company, page 85

Role Card A

Position:	Technical director, Mata Shoe Company
Duties:	• in charge of a department of 12 staff • work with design department to create new products • responsible for quality control of products
Company profile:	• one of the biggest shoe manufacturers in Brazil • manufactures shoes under the brand name 'Daniela' • sells in over 20 countries
Employees:	20,000
Turnover last year:	US\$ 550 million
Profit last year:	US\$ 42.5 million
Plans:	• to enter new markets next year • will target Russia and China

Role Card B

Position:	Sales representative, Mei Cosmetics
Duties:	• visit stores and supermarkets selling a range of beauty products • help to train new sales staff
Company profile:	• manufactures beauty and skin care products • manufactures equipment for beauty salons • has several shops in Taiwan
Employees:	750 at its factory and 80 at its head office
Turnover last year:	US\$ 120 million
Profit last year:	US\$ 25 million
Plans:	• about to enter the US market • will launch a new perfume next year in Japan

Role Card C

Position:	Representative, Medi-Care
Duties:	• organise campaigns to promote the work of Medi-Care • try to get doctors and other medical staff to work in developing countries • place advertisements in newspapers • give talks about the organisation to young people and often appear on radio and television programmes
Company profile:	• international reputation • non-profitmaking organisation • have several campaigns each year in different countries • governments and big companies give money to your organisation
Employees:	10 full-time employees in your office
Income last year:	US\$ 10.8 million
Plans:	• to contact famous people (e.g. actors and music stars) to be in a new advertising campaign for Medi-Care

3 Problems, Language focus 1, Exercise D, page 25

Student A

- 1 You start work at 9:00 a.m.
- 2 You finish work at 7:00 p.m.
- 3 You work in Frankfurt.
- 4 You report to the finance director.
- 5 You never work at the weekend.

3 Problems, Case study: Blue Horizon, page 29

Student A Sunrise Holidays Representative

You receive a telephone call from an unhappy guest.

- Listen to the guest.
- Say you are sorry about the problems.
- Offer to talk to the manager.
- Do not offer to give back their money.

8 Markets, Skills, Exercise D, page 76

Student B

You disagree with A's suggestions.

Name	Healthy bite
Price	€0.95
Promotion	Advertise on radio and TV

10 The Web, Case study, Isis Books plc, page 97

A Marketing director

You receive an e-mail from Svetlana Klimova in Moscow.

I can meet you all on 16th or 19th June, but I'm not available at any other time. I hope this doesn't cause you any problems. Let me know if you can make it on these days.

11 Cultures, Case study: A change of culture, page 105

Alice Baumann

- You want to introduce all the new ideas.
- You think the image of the bank is not good.
- You think the bank will lose customers if it doesn't change.
- You think staff will enjoy a more relaxed culture.
- You know some good staff members had to leave because the working hours were difficult for them.
- You want the bank to do well because it will be good for your career.

5 Food and entertaining, Reading, Exercise C, page 43

- 1 the US 4 Mexico 7 the Netherlands 10 Iceland

5 Food and entertaining, Case study: Which restaurant?, page 49

Role card A

You do not want to pay too much for the meal.

Your customer, Mr Haynes,

- does not like hot and spicy food or fish very much.
- is staying downtown.
- prefers quiet restaurants.

6 Sales, Case study: Link-up Ltd, page 57

A Salespeople

- 1 Find out the customer's needs.
- 2 Help the customer to choose a phone and a service package.

These questions will help you.

- How often do you use your phone?
- How many text messages do you send?
- Do you use your phone abroad?

Note:

Your commission on the Kim phone is 5% of the sales price.

Your commission on the Peterson and Sakano phones is 10%.

7 People, Skills, Exercise C, page 68

A Sales representative

You want an expensive new car. Try to persuade your manager to let you have the car.

- You were the top salesperson last year.
- You travel thousands of miles each year.
- An expensive car makes the company look good.

Your competitors often call you to offer you a job at a higher salary, but you always refuse.

11 Cultures, Skills, Exercise D, page 104

Employee

You go to see the HR manager to discuss a problem.

- You are not happy in your department. You do not have enough work and you don't like your boss.
- You want to move to a different department or work from home more.
- Discuss your problem with the HR manager and try to agree on a solution.

4 Travel, Language focus 2, Exercise B, page 39

Student B

You live in the city. Student A has a new job there. Use the notes to answer Student A's questions.

- international school? Yes, a good one

A *Is there an international school?*

B *Yes, there's a good one.*

- golf courses? Yes, but very expensive
- luxury hotels? No
- cinemas and museums? Yes, a good choice
- good transport system? Yes
- good health service? No, not enough hospitals
- swimming pools? Yes
- universities? No
- nightclubs? Yes

6 Sales, Skills, Exercise C, page 56

Student B Watch manufacturer

Read the description of a divers' watch. Answer the store manager's questions. Add any other details you wish.

Your most popular model: Quartz watch, Model P1005
 Features: waterproof to 600 feet; very reliable; smart design
 Colours: silver with black dial and black strap
 Price: \$450
 Delivery: usually ten days
 Guarantee: five years

12 Jobs, Case study: High Profile Inc., page 113

Candidate 2

P. Madison: age 42, single

Qualifications: A degree in business studies

CV summary

- Left school at 16
- Worked for 5 years in a large company
- Went to university at 21
- Worked for several companies in sales
- Present job: manager for a sports goods store
- Present salary: €60,000
- Reason for moving: you want a more interesting job with travel
- Interests: art and sports

Preparing for the interview

Think about:

- why you want the job.
- what questions you want to ask at the interview.

You can invent any details you want.

1 Introductions, Vocabulary 2, Exercise B, page 8

Student B

Ask about:

- 2 Givenchy
- 4 Zara
- 6 Aeroflot
- 8 Siemens
- 10 Olympic Airways

Answers to Student A's questions

- 1 Sony – Japanese
- 3 Volvo – Swedish
- 5 Gucci – Italian
- 7 Michelin – French
- 9 McDonald's – American

6 Sales, Case study: Link-up Ltd, page 57

B Customer (Student)

Your needs are:

- Phone use: not very often (200 – 300 minutes a month)
- Text messages: a lot (about 150 messages a month)
- Do you use the phone abroad? No

C Customer (Area sales manager)

Your needs are:

- Phone use: very often (about 1,800 minutes a month)
- Text messages: not a lot (about 25 messages a month)
- Do you use the phone abroad? Once or twice a month

11 Cultures, Case study: A change of culture, page 105

Jeremy Owen

You want all the overseas branches to have the same culture as head office.

The new culture is working very well at head office.

You know that meetings with fewer people are more efficient.

You want the bank to make more profit.

You know there is a lot of competition from other international banks.

Some of the other banks are changing their cultures.

12 Jobs, Skills, Exercise D, page 111

Candidate for the job of receptionist

Answer the hotel manager's questions. Use this information.

- 1 yes / came by taxi
- 2 like working with people / want to work in the city
- 3 good with numbers / fluent in English
- 4 stay very calm at all times
- 5 how to deal with people / work well in a team
- 6 long hours / difficult journey to work
- 7 cycling, watching sports
- 8 how long / holidays?

5 Food and entertaining, Case study: Which restaurant?, page 49

Role card B

You really want to take your customer somewhere special.

Your customer, Ms Powell,

- is vegetarian and likes high-quality food.
- likes a busy, lively atmosphere.
- is staying downtown.

8 Markets, Skills, Exercise D, page 76

Student C

You like A's suggested name and you agree with B's price, but you disagree with their promotion ideas.

Name Good Taste

Price €0.95

Promotion Advertise on posters and on websites popular with the target market

10 The Web, Case study, Isis Books plc, page 97

B Sales representative (Russia)

You receive an e-mail from Boris Levinsky in St Petersburg.

I'm looking forward to seeing you all. I'm not available during the early part of your visit, but I could see you at the end of the week. Friday or Saturday (20th or 21st June) are free. OK with you?

11 Cultures, Case study: A change of culture, page 105

Senior cashier

You are against the changes.

You have worked in the bank for a long time. There have been a lot of new managers from head office.

You don't think the people from head office understand local culture.

You know customers wouldn't like using staff's first names.

You know customers expect staff to wear smart bank uniforms.

You think it is important to write reports.

Office manager

You are against the changes.

You have worked in the bank for a long time.

There have been a lot of new managers from head office.

You don't think the people from head office understand local culture.

You think it will be difficult to organise a flexitime system.

You don't want junior staff to be able to see you without an appointment.

2 Work and leisure, Case study: Independent Film Company, page 21

Student B Employee

Choose one of the role cards.

Use the information to answer the interviewer's questions.

Role card 1

Receptionist

Daily routine (what you do in your job): You receive visitors, answer phone calls and book meeting rooms.

Hours: 8 a.m. – 5 p.m. Monday to Friday

Breaks: one 15-minute break in the morning

Lunch: 1 p.m. – 2 p.m. You usually bring your own food.

Feelings about job: You aren't happy. The reception desk is always busy.

You work hard and the salary is low. You need more breaks. You want more flexible hours.

Role card 2

Production assistant

Daily routine (what you do in your job): You book the studios, assist during filming and help to move equipment.

Hours: 9 a.m. – 6 p.m. Monday to Friday. You sometimes work later. You sometimes work at weekends.

Breaks: no regular breaks

Lunch: no definite time. You usually get takeaway fast food.

Feelings about job: You enjoy the job. You are very good at your job and you like your helpful colleagues. The salary is OK, but you do a lot of overtime.

Your office is very small. You want a fast promotion to be a producer.

Role card 3

Camera operator

Daily routine (what you do in your job): You film in the studios and outside on location.

Hours: 9 a.m. – 6 p.m. Monday to Friday. You often work much later. You sometimes work at weekends.

Breaks: no regular breaks

Lunch: no definite time. You often miss lunch when you are busy.

Feelings about job: The work is interesting and always different. You like the travel opportunities, but you are not keen on the weekend work. Your boss is not very friendly.

Role card 4

TV Producer

Daily routine (what you do in your job): You create ideas for television, produce films and promote films.

Hours: no definite hours – Monday to Friday and often at weekends

Breaks: no regular breaks

Lunch: no definite time. You usually eat in restaurants.

Feelings about job: You love the job because it's interesting. You earn a high salary and travel a lot. You want a laptop computer and a new company car.

3 Problems, Language focus 1, Exercise D, page 25

Student B

- 1 You start work at 5:00 a.m.
- 2 You finish work at 3:00 p.m.
- 3 You work in London.
- 4 You report to the head of Systems.
- 5 You work every Saturday morning.

5 Food and entertaining, Case study: Which restaurant?, page 49

Role card C

You do not want to pay too much for the meal.

Your customer, Mr Tong,

- likes seafood.
- likes live music.
- is staying in Sausalito.

7 People, Skills, Exercise C, page 68

B Sales manager

You do not want to give the salesperson a new car at the moment. Try to persuade him or her to wait until next year.

- No other salesperson in the team has a new car this year.
- The company needs to save money this year.
- You want to spend any extra money on bonuses.
- You don't want this salesperson to leave the company.

10 The Web, Case study, Isis Books plc, page 97

C Sales representative (Poland)

You receive a fax from Jerzy Goetz in Warsaw.

I am pleased to hear that you are visiting us at the end of the month. I can meet you either at the beginning or end of your visit. 16th to 18th June are OK, but I prefer 23rd or 24th if that's all right with you.

11 Cultures, Skills, Exercise D, page 104

HR manager

An employee comes to your office. Find out what his / her problem is.

- You do not want employees to work from home.
- There are jobs in other departments.
- The company will be very busy in a month's time.

Try to agree on a solution with the employee.

4 Travel, Language focus 1, Exercise F, page 37

Student A

Student B from the head office contacts you about their visit next week. Use the notes to answer Student B's questions.

- take a taxi from the airport to the office? Yes, but expensive. Use airport bus

B *Can I take a taxi from the airport to the office?*

A *Yes, but it's expensive. You can use the airport bus.*

- smoke in the building? No
- get lunch in the cafeteria? Yes, but long queues
- get secretarial help? No
- use a computer? Yes, in the afternoons

7 People, Case study: A people problem, page 69

Director B

You are friendly with Lincoln Davis. You want Lincoln to stay in his present job. He is a very good manager.

You know:

- Lincoln is sometimes rude to office staff but customers like him.
- Sam Benetti likes to have control at all times.
- Lincoln often works late in the evenings and at weekends.

You say:

- The problem is ...
- Why don't we ...?
- That's a good idea. / I don't agree because ...

12 Jobs, Case study: High Profile Inc., page 113

Candidate 1

J. Walter: age 34; married, 2 children

Qualifications: A university degree and a diploma in marketing

CV summary

- Travelled round the world for a year
- Worked in a department store for 8 years
- Present job: chief buyer for a clothing manufacturer (5 years)
- Present salary: €64,000
- Reason for moving: you want a new challenge
- Interests: family and managing a youth football team

Preparing for the interview

Think about:

- why you want the job.
- what questions you want to ask at the interview.

You can invent any details you want.