

77 Describing jobs

A Different jobs

Job	What does he/she do for a living? (= What's his/her job?)
hairdresser	a person who cuts people's hair hairdressing <i>n</i>
mechanic	a person who repairs engines (= a machine that makes things move), especially in cars and lorries
photographer	a person who takes photographs/photos photography <i>n</i>
chemist SYN pharmacist	a person who prepares and sells medicines (= special liquids or tablets that help you get better when you are ill)
travel agent	a person who makes travel arrangements for people and works in a travel agency (An agent is a person who does business for another person.)
estate agent	a person who buys and sells homes for people
postman postwoman	a person who delivers (= takes sth to the place it must go to) letters and packages to people's homes
importer exporter	a person who imports goods (= buys sth from another country to sell in your country) import <i>v, n</i> OPP export <i>v, n</i>
priest	a person who performs religious ceremonies in some religions
sailor	a person who works on a ship; a person who sails a boat (= travels on water on a ship or boat)

1 Are these sentences true or false? Write T or F. Correct the sentences that are false.

- A hairdresser cuts hair. T
- | | |
|--|--|
| 1 An estate agent sells holidays. | 6 A mechanic repairs roads and bridges. |
| 2 A chemist sells medicines. | 7 A priest marries people. |
| 3 An importer exports goods to sell. | 8 A postman delivers new furniture. |
| 4 A photographer takes pictures. | 9 An exporter lives abroad. |
| 5 A travel agent arranges flights for people. | 10 A sailor sometimes sleeps on a ship. |

2 Complete the sentences.

- I export wool from Wales, mostly to countries in the Far East.
- What does your father do for a ?
 - The agent showed us several nice flats.
 - I asked the not to cut too much off.
 - The travel talked to us about holidays in Estonia and Lithuania.
 - The postwoman the letters to the wrong house.
 - I believe he silver jewellery from abroad and sells it in his shops.
 - There was something wrong with the, so the mechanic had a look at it.
 - The in our church is a wonderful man.
 - I asked the to recommend something for a bad back.
 - I've been an for years: I buy things in France, then sell them here in the UK.
 - She works in a travel with offices all over London.
 - I've always been interested in I take hundreds of photos.

3 ABOUT YOU Write your answers, or talk to another student.

Which jobs above:

- need a lot of training?
- don't need a lot of training?
- need some creativity?
- would you like to do for a living?



TEST YOURSELF

B Job responsibilities

Malala Amy, I know you work in reception at the sports centre, but **what does that involve?**

Amy Well, one of my main **duties** is to **greet** customers, and I'm **in charge of** customer **bookings** – I do quite a lot of that on the phone, and sometimes organizations want to **hire** our pool for an event, for example. But I also have to **deal with** a certain number of **complaints** from customers.

Malala Oh, that sounds fun!

Amy Well, it's OK most of the time. And, of course, in an **emergency**, I have to **make sure** that people get out of the building quickly so that everyone is safe.



GLOSSARY

What does your job, etc. involve?	= What do you have to do in your job, etc?	hire	pay money to borrow sth for a short time
duty	sth you must do because it is part of your job	deal with sth	take suitable action in a situation in order to solve a problem
greet	say hello when you meet sb	complaint	a statement that you are not happy with sth: make a complaint; complain v
in charge (of sth/sb)	in a position of control over sth/sb SYN responsible for sth/sb	emergency	a sudden dangerous situation when people need help quickly
booking	an arrangement to do sth or have sth: make a booking	make sure	check sth so that you can be certain about it

4 Tick the phrases that describe the duties a hotel receptionist could have.

- | | | |
|--|---|---|
| ▶ answer the phone ☒ | deal with requests ☐ | make a complaint ☐ |
| be in charge of the keys ☐ | have an emergency ☐ | hire a room ☐ |
| be responsible for the bookings ☐ | greet somebody ☐ | |

5 Complete the dialogues.

- ▶ Do customers come to you for help? ~ Yes, I have to make sure they're happy.
- 1 Were the customers pleased? ~ No, not at all. Some of them
- 2 What did you do about the situation? ~ As soon as I had with one problem, another came along!
- 3 Does the manager decide what you have to do? ~ Yes, that's one of his
- 4 Who's in of reception when you're not there? ~ My colleague, Jan.
- 5 I've got a new job in an estate agency. ~ Really! What does that?
- 6 Are you for the whole department? ~ No, just my office.
- 7 We had an last week: someone fell out of a window. ~ Oh, my goodness!
- 8 Did you take your car to the island? ~ No, we one when we got there.

6 Complete the text.

I've worked in a tourist information office in Liverpool for two years. I ▶ greet people when they come in, but the job (1) lots of different things. My main (2) is to help with tourist accommodation, and (3) with any problems that customers may have. And recently I was made (4) for the Beatles tour: I organize trips to the houses where John Lennon and Paul McCartney used to live as children, and I have to make (5) everything goes well. Of course, it doesn't always go well, and then people make (6) You can't please everyone!



TEST YOURSELF

A The armed forces



If you join **the armed forces**, you will be **serving** your country, but it is important to remember that the forces also provide a good **career structure**. Young men and women can receive **advanced technical** training in a variety of **fields** that can help them to develop a wide range of **skills**. An added **benefit** of this is that when you eventually leave the forces, you will have more experience and better **qualifications** than before you joined, and the opportunity to go on to another interesting career.

GLOSSARY

the (armed) forces	a country's soldiers who fight on land (the army), at sea (the navy), or in the air (the air force)
serve	do work for other people
structure	the way that the parts of sth are put together and organized
advanced	for sb who is already of a high level: <i>an advanced English class</i>
technical	connected with the practical use of machines, methods, etc. in science and industry
field	an area of study or knowledge: <i>the field of medicine</i>
skill	a particular ability or type of ability
benefit	sth that is good or helpful benefit v
qualification	an exam you have passed or a course you have finished

SPOTLIGHT *career, job, profession*

A **career** is the series of jobs you have in a particular area.
*a **career** in the army/publishing/teaching, etc.*

A **job** is any work you do to earn money.

■ *I got a **job** as a designer with ABC Designs.*

A **profession** is a job with a high level of training and/or education.

*the **medical/teaching/legal** profession*

1 Underline the correct or best answer.

► A job/career in medicine.

- What are the *benefits / qualifications* of working as a team?
- Making a *cake / mistake* is a skill.
- You need technical knowledge to understand *poetry / computer systems*.
- Teaching / Bus driving* is a profession.

5 *Advanced / Elementary* courses are at a low level.

6 *Two years in the army / A university degree* is a qualification.

7 The *navy / army* work on ships or submarines.

8 I worked in the *field / job* of training and communication systems.

2 Complete the words in the text.

After I leave university, I would like to join the armed ► forces. I have always wanted a (1) _____ as a pilot, and the (2) _____ has a very good career (3) _____. It would also be an opportunity to (4) _____ my country. I already have some experience of flying, but in the air force, you learn to fly a range of different aircraft: that is one of the great (5) _____. As a result, you get a very (6) _____ level of (7) _____ training, and the opportunity to develop a wide range of different (8) _____. If I trained as an air force pilot, I would have the (9) _____ and experience that I need in later life.

3 ABOUT YOU Write your answers, or talk to another student.

- Would you like a career in the armed forces? _____
- If you were in the forces, would you prefer the army, the navy or the air force? _____
- What qualifications do you have? _____
- Are there other qualifications you would need or like to have? _____
- Are there other skills you would like to have? _____
- Do you want a career in just one profession, or would you prefer to work in different fields? _____



TEST YOURSELF

B A working life

I left school with very few qualifications. It was a time of high **unemployment**, but I got a job as a postman. However, it's not an **occupation** with a real career structure, so I soon left. I was **unemployed** for a while, but I finally **managed to** get a job in an engineering company. I worked really hard, and within two years I was **promoted**. The company then paid for me to do a two-year **diploma** in mechanical engineering, which was good for my **CV**. And by my late 30s, I was **appointed** assistant manager of a company in a nearby town, where I **remained** for the rest of my working life. I **retired** last year.

SPOTLIGHT *employment*

Employment is having a job you are paid to do.

■ It is hard for young people to find **employment** at the moment.

Unemployment is when there are not enough jobs for the people who want to work. **unemployed** *adj*

GLOSSARY

occupation <i>formal</i>	job
manage (to do sth)	be able to do sth, often sth difficult
promote (often passive)	give sb a better job at a higher level in a company promotion <i>n</i>
diploma	a course of study. At the end of it you receive a piece of paper that shows you have passed an exam or finished the course.
CV (short for curriculum vitae)	a written list of your education and work experience that you send when you are trying to get a job
appoint	choose sb for a job appointment <i>n</i>
assistant	having a position below that of a senior person and helping them in their work: an assistant manager
remain <i>formal</i>	stay in the same way or place; not change
retire	stop working because you are a certain age (usually 65 or older) retirement <i>n</i>

4 Is the pronunciation of the underlined sounds the same or different? Write S or D. Use the  to help you. Practise saying the words.

- appoint / employment S
- 1 occupation / diploma
- 2 diploma / retire
- 3 curriculum / occupation

- 4 promote / appoint
- 5 occupation / manage
- 6 assistant / unemployment
- 7 manage / remain

5 Good news? Bad news? Not sure? Write G, B or not sure.

- They've appointed me. G
- 1 They've promoted me.
- 2 They didn't want my CV.
- 3 I remained with the company.
- 4 I was unemployed.
- 5 I had to retire.
- 6 I got my diploma.
- 7 I was manager, but now I'm assistant manager.
- 8 Unemployment is going down.

6 Complete the sentences with a single word.

- I did well and I was soon promoted (given a better job)
- 1 I was pleased when they me. (chose me for the job)
- 2 It was difficult but I to finish the work on time. (was able)
- 3 He asked me for my name, address and (the job I did)
- 4 I've never been (without a job)
- 5 I thought about leaving but I've decided to (stay in the same place)
- 6 After five years, I was made manager. (helper to the manager)
- 7 I've got a in Business Studies. (a course followed by an exam)
- 8 I when I was 65. (stopped working)
- 9 There are problems with in my town. (not enough work and jobs)
- 10 I've sent in my to the company. (a list of my education and work experience)



TEST YOURSELF

Applying for a job with Decom GB

You can apply for any advertised **position**. We never **discriminate** on the **basis** of age, sex or race.



Work permits

For jobs in the UK, you will usually **require** a UK **work permit**. For jobs outside the UK, the local Decom office will **advise** you about the permit you may need.

Closing dates

Your **application** must reach us by the advertised closing date. Online applications will **receive** an **automatic** reply.

Selection process

If we would like you to **attend** an interview, we will **contact** you. At that time, and if **requested**, we will also consider other skills you may have or need. If you are not invited to attend an interview, we will contact you and, wherever possible, explain why your application was unsuccessful.

If you are the successful **candidate**, and we have received **satisfactory references**, we will offer you the position. We **shall** also **require confirmation** that you are medically fit to do the job and have the necessary permit/visa.

GLOSSARY

discriminate (in favour of / against sb)	treat one person or group better/ worse than another in an unfair way
basis	the principle or reason behind sth: on the basis of sth
sex	the state of being either male or female SYN gender
race	one of the groups into which people can be divided according to the colour of their skin, their hair types, the shape of their face, etc.
work permit	an official document which says you are allowed to work in a particular country
advise	tell sb the best thing to do advice <i>n</i> [U]: give sb (some) advice
application	a formal written request for sth (often a job or course), usually using an application form ; apply (for sth) <i>v</i>
automatic	If sth is automatic , it can work by itself without people controlling it. An automatic reply usually comes from a computer.
selection	the process of choosing the thing or person you like best select <i>v</i> formal SYNS choice <i>n</i> ; choose <i>v</i>
process	a number of actions, one after the other, for doing or making sth
contact	phone or write to sb contact <i>n</i>
candidate	a person who makes a formal application for a job
satisfactory	good enough for a particular purpose
reference	a statement or letter which describes sb's character and ability to do a job. A person who writes this is a referee .
confirmation	a statement in writing which says that sth is true or accurate confirm <i>v</i>



SPOTLIGHT formal language

In a written text like this, some language will be formal. For example:

- position** = job
- require** = need
- receive** = get
- attend** = go to/for sth
- request** = ask for sth **request** *n*
- shall** = will

The words in bold are more formal than the alternatives, which we would normally use in spoken English.

1 Cover the glossary and complete the table.

VERB	NOUN	VERB	NOUN
advise	► <u>advice</u>	confirm	
apply		request	
select		contact	

2 Correct the mistake in each sentence.

- My old boss said he would be my reference. My old boss said he would be my referee.
- They say they will contact to me.
 - Have you got a work permission?
 - I got the job on the base of my qualifications.
 - He gave me some good advices.
 - I have to confirmate it in writing.
 - They said I must choice the best one.
 - He told me some good advice.

3 Replace the underlined words with a more formal word with the same meaning.

- We will contact you as soon as possible. shall
- Has the company asked for references?
 - They offered me the job on Thursday.
 - I went for an interview last week.
 - If you need more information, please contact me.
 - Did you get my email?

4 Complete the sentences with a single word.

- The job is abroad and I have to get a work permit.
- Friends thought I would like the job, and they me to apply for it.
 - He offered me the job on the phone, but I haven't had written from him yet.
 - My boss said my work was – in other words, not great, but OK.
 - You don't need to ask for a reply: you get an response.
 - They go through the applications and then about ten people to interview.
 - It's against the law to against candidates on the basis of their sex or
 - He wants to for the job, but he still has to fill in the form.
 - You have to do tests and have several interviews. It's quite a long
 - We have three good We have to consider who has the right balance of skills that we need.
 - Nursing is open to people of either, although it's often more popular with women.

5 Complete the conversation.

- A You know that job you were looking at. What was the ► position ?
- B Oh, it was to be the manager of a new hotel.
- A And did you (1) for it?
- B Yes, and I (2) an interview on Wednesday.
- A Wow! How did it go?
- B It seemed OK. They said they'd (3) me by the end of the week.
- A What about (4) ?
- B They said they'd already spoken to one of my referees.
- A Oh really? And are there many other (5) ?
- B Yes, over a hundred. But I'm not sure if I want the job because it's based in Scotland. Still, at least I don't need a work (6)

6 ABOUT YOU Write answers to the questions, or ask another student.

- What jobs have you applied for in the past?
- How many interviews have you attended?
- How many times have you been the successful candidate?
- Who were your referees?
- Have you ever had to get a work permit? If so, what for?



TEST YOURSELF

A Financial terms

Example	Meaning
We need to raise capital for the new musical.	capital a large amount of money you need to start a business, etc. raise capital find the money you need to run a business or for a particular project
I would like to invest more money in wind energy.	invest give money to a business or bank in order to get more money back
The company has an annual turnover of \$20m.	turnover the total value of goods or services that a company sells in a particular period of time annual for the period of one year
Inflation is now 3%.	inflation a general rise in the price of services and goods in a particular country
We paid £1m in tax last year.	tax money you have to pay to the government
The company made a pre-tax profit of £2m.	profit the money you make in a business after paying costs OPP loss: make a profit/loss pre-tax before paying tax
We pay a lot of interest on our loan. The interest rate is 5%.	interest extra money you pay when you borrow money. The interest rate is the percentage at which your interest is calculated.
We trade in foreign currencies .	currency [C] [U] the system or type of money that a country uses, e.g. <i>dollars, yen</i>
Production needs to increase to make a profit.	production the action of making or growing sth. The company or country that does this is the producer .

SPOTLIGHT *finance*

Finance can be the money somebody borrows or receives to operate a business.

■ They need to **raise more finance**.

It is also the activity of managing money in a company. **financial** *adj*

■ He's the new **Director of Finance / Financial Director**.

1 Good news or bad news? Write G or B.

- | | |
|---|------------------------------------|
| ▶ We need to raise more capital. <u>B</u> | 4 Inflation is up. |
| 1 Pre-tax profit is down. | 5 Turnover is up. |
| 2 You can buy foreign currency online. | 6 We're paying more interest. |
| 3 They want to invest in our business. | 7 Tax is lower. |

2 Cover the glossary and write the answers.

- | | |
|---|---|
| ▶ the money you make in a business after paying tax = <u>profit</u> | 4 the money you have to pay when you borrow money = |
| 1 turnover every year = turnover | 5 a general rise in the price of services and goods = |
| 2 pre-tax profit = profit paying tax | 6 the action of making or growing something = |
| 3 money you need to start a business = | |

3 Complete the sentences.

- | | |
|--|--|
| ▶ We can't start the business until we <u>raise</u> more finance. | |
| 1 The current interest is 5%. | 4 It's been a bad year; we've made a pre-..... of \$3.5m. |
| 2 It has been a good year and the company should make a | 5 If sales continue to rise, the annual could reach £5m. |
| 3 The company has had problems and they need people to more money in the business. | 6 Brazil is one of the largest of coffee. |



TEST YOURSELF

B Trends

A **trend** is the general direction in which a situation is changing.

Trend	Verbs	Nouns
↑	go up, rise, increase <i>Prices have risen this year.</i>	rise, increase, growth [U] <i>We saw some growth in imports last year.</i>
↓	go down, fall, drop <i>Sales of petrol cars went down last month.</i>	fall, drop <i>There has been a drop in sales.</i>
→	remain stable SYN stay the same <i>Prices have remained stable.</i>	stability <i>There is stability in the cotton market.</i>
↗	reach the highest point <i>Sales reached their highest point in the second quarter (= April to June).</i>	peak <i>Sales reached a peak in 2007.</i>
↻	fluctuate <i>Mobile phone sales have fluctuated all year.</i>	fluctuation [U, C] <i>There's been a fluctuation in mobile phone sales.</i>

We use adjectives and adverbs to describe changes in more detail:

ADJECTIVE	Meaning	ADVERB
a slight rise in costs	very small OPP sharp	Costs rose slightly . (OPP sharply)
a steady increase in the interest rate	slow but regular and continuing	The interest rate has increased steadily .
a significant fall in profits	clear to see and important	Profits fell significantly .

SPOTLIGHT prepositions with rise and fall

Notice how these prepositions are used to describe movement.

- Sales fell **from** 100,000 **to** 75,000. Sales fell **by** 25,000.

4 Complete the sentences on the right. The meaning must stay the same.

- There was a significant fall in sales. Sales have fallen sharply.
- 1 The price of oil went up from \$8 to \$10. The price of oil went up by _____.
- 2 There has been a significant rise in the price of oil. The price of oil _____.
- 3 There was a slight fall in profits. Profits _____.
- 4 There has been stability in production. Production has remained _____.
- 5 There has been a steady rise in sales. Sales have _____.
- 6 Sales reached their highest point in June. Sales reached a _____ in June.
- 7 Sales have gone up by 4% this year. We have seen a 4% _____ in sales this year.

5 Complete the text. Use a different word each time.

Last year started well. In the first ► quarter sales (1) _____ steadily. The second quarter was even better: sales increased (2) _____. They continued to (3) _____ steadily in the third quarter and reached a (4) _____ at 90,000. This meant that over the first nine months of the year, sales had (5) _____ up (6) _____ almost 50%. In the last quarter there was a slight (7) _____, but it was still a good year. This year has been very different. Sales (8) _____ in the first half of the year – up one month and down the next, but in the last three months they have remained (9) _____.

6 Look at the arrows and complete the sentences.

- There was a ↘ slight fall in 2013. 3 Sales → _____ in 2016.
- 1 Sales ↗ _____ in 2014. 4 In 2017, sales ↘ _____.
- 2 There was a ↗ _____ in 2015. 5 In 2018, sales ↘ _____.



TEST YOURSELF

A Setting up a business

If you **set up** a business, you are taking a big **risk**. 20% of new businesses **fail** within twelve months, and that **percentage** rises to 50% within three years. It may be because of poor quality services or **goods**, or one of these common mistakes:

- poor **market research**
- being **overambitious** and **over-optimistic**
- poor knowledge of **competitors**
- poor control over **suppliers**
- poor **management** of **stock**
- the wrong people **running** the business

GLOSSARY

set sth up	start sth such as a business, company, etc.
risk	the possibility that sth bad may happen in the future risky adj
fail	(of a business, etc.) be unable to continue SYN go out of business
percentage	= % <i>What percentage passed the exam? ~ About 80 percent.</i>
goods pl	things that are made to be sold
market research	the study of what people want to buy and why
competitor	a company that sells the same goods or services as another company
supplier	a company that provides sth for another company supply v, n
management	the control or organization of sth; the people who control a business
stock [U]	everything a company has for sale at any particular time
run	organize or be in charge of sth

SPOTLIGHT the prefixes *over-* and *under-*

As a prefix, *over-* usually means 'too much' and *under-* means 'too little'.

- He **overcharged** us. = He made us pay too much for something.
- I was **underpaid** for the work I did. = paid too little
- The sales plans were **overambitious**.

1 Good news or bad news? Write G or B.

- | | |
|--|---|
| ▶ They do a lot of market research. <u>G</u> | 4 It's a big risk. |
| 1 They went out of business. | 5 We don't have serious competitors. |
| 2 Supplies of food have increased. | 6 The business failed. |
| 3 They overcharged us. | 7 Stock is very low at the moment. |

2 Complete the sentences. The meaning must be similar to the sentences on the left.

- | | |
|---|--|
| ▶ This business is risky. | This business is a <u>risk</u> |
| 1 When did she start the business? | When did she set ? |
| 2 Why did the business fail? | Why did they go out ? |
| 3 We are the main people who supply them. | We are their main |
| 4 They didn't pay the workers enough. | They |
| 5 They made us pay too much. | They |
| 6 Their price rise was over 80%. | The price rise was a very high |

3 What mistakes do businesses make? Complete the sentences in a suitable way.

- ▶ The business has poor management of its stock.
- 1 They don't do enough market
 - 2 The or services may not be of good enough quality.
 - 3 They don't have a very good knowledge of their
 - 4 They don't have effective controls over their
 - 5 The business is over and over about what it can achieve.
 - 6 The wrong people



TEST YOURSELF

B Growth

The first years require a huge **effort**, but if a business can **survive** this difficult period, it may become successful:

- Client numbers **grow**, and the business gets a bigger **share** of the **market**.
- Turnover increases – the business starts to make a profit.
- The **brand** develops a **reputation**.
- Eventually this growth may **result in takeovers** of competitors.

SPOTLIGHT **market**

The **market** is the amount of buying and selling of a particular type of goods.

- *There is a large **market** for these computers.*

It also refers to an area or group of people who buy something.

- *the European **market*** ■ *the teenage **market***

GLOSSARY

effort	the mental or physical strength or energy that you need to do sth: <i>I made an effort to get there on time.</i>	share	a part of sth that has been divided
survive	continue to exist in a difficult situation survival <i>n</i>	brand	the name of a product that is made by a particular company, e.g. Nike™
client	a person who pays for a service. Professional services have clients , and shops and restaurants have customers . In some industries both words can be used.	reputation	the opinion that people have of sth. It can be good or bad.
grow	become bigger in size or number growth <i>n</i> [U]	result in sth takeover	cause sth to happen; produce as an effect the act of taking control of another business take sth over <i>phrasal v</i>

4 Underline the correct answer.

- ▶ They've had good survival / growth in the last five years.
- 1 We don't get many customers / clients in the shop at weekends.
- 2 The changes could result to / in more sales.
- 3 They are making a big growth / effort to stay in business.
- 4 They want a larger market part / share.
- 5 Piotr works for a law firm – most of their clients / customers are in finance.
- 6 The company could survive / be taken over by a competitor.
- 7 Someone will take over / off that business.
- 8 They're getting a brand / reputation for good service.

5 Complete the sentences on the right. The meaning must stay the same.

- ▶ Will they continue to grow? Will there be more growth ?
- 1 Will they take it over? Will there be a _____ ?
- 2 People say it's a very good business. The business has a very good _____ .
- 3 The workers have tried very hard. The workers have made a big _____ .
- 4 The books will sell to people in Europe. The books will sell in the European _____ .
- 5 Are you worried the business may not survive? Are you worried about their _____ ?
- 6 The meeting could lead to more business. The meeting could result _____ .

6 Complete the sentences.

- ▶ It's been difficult, but I think the business will survive .
- 1 The business now has a 10% _____ of the market.
- 2 They managed to _____ the problems of the last year, and sales are improving.
- 3 People go on buying the same _____ of breakfast cereal because it is familiar.
- 4 There has been considerable _____ in the soft drinks _____ : 25% up in two years.
- 5 I think the business is failing, so it will probably be _____ over by the end of the year.
- 6 You have to make a big _____ to improve when things are not going well in your business.



TEST YOURSELF

A The basis of marketing

Marketing is the activity of presenting, **advertising** and selling a company's products. To **market** a product, you need to understand the company's **strengths** and **weaknesses**, and be aware of possible **opportunities** and **threats**. This is called a '**SWOT analysis**':

Strengths, e.g. specialist **skills** in the company

Weaknesses, e.g. **limited** financial **resources**

Opportunities, e.g. increased **demand** for a product from one **section** of the market

Threats, e.g. the economy is doing badly, **reducing** the demand for products

SPOTLIGHT **skill**

A **skill** is a particular ability that you need in order to do a job, an activity, etc. well.

■ He has the right **management skills**.

The adjective **skilled** is used about jobs that need skill.

■ The company has a number of **skilled** workers.

GLOSSARY

advertising	the activity of telling people about a product to try and make them buy it advertise v
strength	a good quality or feature OPP weakness
opportunity	a time when you can do sth that you want to do SYN chance
threat	a possible danger or problem
analysis	the process of carefully examining the different parts of sth analyse v
limited	small in number or amount OPP unlimited
resource (usually pl)	a supply of sth, a piece of equipment, materials, etc. that is available for sb to use
demand (for sth)	the need for sth from a particular group of people
section	a part of sth
reduce	make sth less or smaller reduction n

1 Good news or bad news for the company? Write G or B.

- | | | | |
|---|----------|------------------------------------|-------|
| ▶ Limited demand | <u>B</u> | 4 Unlimited financial resources. | |
| 1 There are many opportunities. | | 5 A reduction in demand. | |
| 2 Our company has a lot of skilled workers. | | 6 They have a number of strengths. | |
| 3 There are a number of threats. | | 7 Their marketing is clever. | |

2 Replace the underlined word/phrase with a single word. The meaning must stay the same.

- ▶ We only have a small number of products available at the moment. limited
- 1 There is a lot of competition in this part of the industry.
- 2 There isn't much need for beach umbrellas in the winter.
- 3 They have a number of good qualities.
- 4 There is another company in the market, which could be a real danger.
- 5 Does he have the necessary abilities to do the job?
- 6 Does the company have the money, materials and workers that they need?
- 7 Our success last year gives us the chance to expand and grow.
- 8 We need to examine carefully the reasons for the fall in sales.

3 Complete the sentences.

- ▶ New markets in Asia could be a great opportunity for us.
- 1 If you work with advanced technology, you need people with the right
- 2 More people will know about the product if we it on social media.
- 3 The high quality of our products is one of our main
- 4 We need to these clothes for people aged under twenty-five.
- 5 If there is more competition, we may have to the price.
- 6 First we need to do a careful of our strengths and
- 7 You need a lot of workers in manufacturing.
- 8 is one of the best ways of making people aware of a new product.



TEST YOURSELF

B Marketing strategy

Some top tips

- Don't **assume** you know what your customers want.
- **Target** the 20% of your customers who provide 80% of your profit.
- Don't **ignore** the competition, and be ready to **respond** to it.
- Don't try to compete only on price: **highlight** the quality, reliability, etc.
- You need to **gather** reliable **data** to make good market **predictions**.
- You need to have **realistic** aims.
- Don't forget to **evaluate** your **strategy**. If something isn't working, change it.

GLOSSARY

assume	accept or believe sth is true without being sure
target	choose sb, or a group, and try to influence them (your target market) target <i>n</i>
ignore	pay no attention to sb/sth
respond (to sb/sth)	do sth as a reaction to sth that has been said or done response <i>n</i>
highlight	emphasize sth so that people give it more attention
gather	bring many things together, e.g. information or data
data [U]	facts or information
prediction	a statement saying what will happen in the future (ALSO forecast) predict <i>v</i>
realistic	sensible, and based on what is possible in a situation
aim	sth you are trying to achieve SYN goal ; aim <i>v</i>
evaluate	study the facts then form an opinion about sth
strategy	a plan you make in order to achieve sth

4 Cover the glossary, then match the words and definitions.

- | | | | |
|------------|-------|---|--|
| ▶ respond | d | a | pay no attention to something |
| 1 assume | | b | choose somebody and try to influence them |
| 2 evaluate | | c | bring many things together |
| 3 ignore | | d | say or do something as a reaction ✓ |
| 4 gather | | e | study the facts and then form an opinion |
| 5 target | | f | accept or believe something without knowing it is true |

5 Complete the dialogues without repeating the same words.

- | | |
|---|---|
| ▶ Did she know it was true? | ~ No, she just <u>assumed</u> it. |
| 1 Did you give him some advice? | ~ Yes, but he it. |
| 2 Do they have a plan for this? | ~ Yes, they're working on a |
| 3 Does he know what he wants from the meeting? | ~ Not really, but it will be better if he has a clear |
| 4 Do you have the information you need? | ~ Yes, we've gathered all the |
| 5 Make sure clients understand the quality of the product. | ~ Yes, we need to it. |
| 6 Do you know what the future looks like for printed books? | ~ Well, we've made some |

6 Complete the sentences.

- ▶ We contacted the company, but so far they haven't responded.
- The engineering company got into trouble because they all of their competitors.
 - Have you seen any sales for next year?
 - We don't know if they're competing for this contract, but we they are.
 - The company has decided to the youth market next year.
 - We've all the sales reports together. Now we need to evaluate them.
 - They want to open three new factories. Is that a aim?
 - The target for winter cruises is mostly people who are retired.
 - Remember, you need to your strategy to know if it's working, and you must be prepared to change it if it isn't.

7 ABOUT YOU Do you agree that the marketing advice at the top of the page is important? Do you think one piece of advice is more important than the others? Can you add to this list? Write your answers, or talk to another student.



TEST YOURSELF

Sometimes. It depends how strongly I feel about the subject – and how much I like the person!

Yes, you can.

Yes, but only in unusual circumstances. If someone is being very aggressive and rude to me, I might be impolite to them, but that hardly ever happens.

I'm not sure. Doctors use computers so much these days. Maybe their handwriting is less important than it was in the past.

Yes, it's just a question of sitting down and learning them.

I often reuse plastic water bottles, and I recycle them if they're very old.

Unit 72

- 1 1 D 2 D 3 D 4 S 5 D
- 2 1 knowledge 5 confusion
2 improvement 6 prayer
3 conclusion 7 quotation/quote
4 attraction 8 encouragement
- 3 1 quoting 5 reached;
2 feel improvements
3 confused 6 breathe
4 prayer 7 knowledge
- 4 1 G 4 G 7 B
2 G 5 B 8 B
3 G 6 G 9 G
- 5 1 powerful; powerless 5 various
2 creamy 6 central
3 fashionable 7 shiny
4 practical
- 6 1 industrial 5 humorous
2 economical (also 6 powerless
possible: practical) 7 but also
3 fashionable 8 valuable (also
4 creamy possible: practical)
- 7 -al: natural, emotional, musical;
-able: drinkable, reliable; **BUT** healthy

Unit 73

- 1 1 as a result 5 as well
2 Since 6 As
3 due to 7 but also
4 so 8 In addition
- 2 **ADDITION:** as well; but also
REASON: due to; since; as
RESULT: as a result; so
- 3 1 close (early) / stay closed
2 she couldn't / wasn't able to
3 was horrible/disgusting/terrible
4 didn't have
5 get in / open the door
6 they're not (very)
7 the room was / I was
8 won't be able to / can't
9 clauses
- 4 1 e 4 c 7 a
2 i 5 d 8 h
3 b 6 f

- 5 1 despite 5 In; still
2 However 6 even
3 spite 7 that
4 although/though /
even though
- 6 possible answers:
1 he still loved/liked her.
2 she is careful with it / doesn't spend much.
3 the other, it wasn't very good/clean; it was noisy/
dirty, etc.
4 I don't think I'll get it / I haven't got enough
experience for it.
5 she's still quite cheerful / there's a good chance
she'll get better.
6 the delays on the roads / the bad weather /
the fog.
7 had a bad accident / doesn't like driving at night.

Unit 74

- 1 1 F – If you are required to do something, you **have**
to do it.
2 T
3 F – Secondary school continues up to at least 16
for everyone.
4 T
5 F – There are usually **three** terms in a school year.
6 F – A lunch break is **sometimes** an hour
(45 minutes to an hour).
7 T
8 F – The teacher sets homework for the students. /
The students do the homework that the teacher sets.
9 F – Schools in Britain can be state or private
schools.
- 2 1 attend
2 primary
3 secondary; state; private
4 last
5 staff
6 set (also possible: give)
7 head
8 deputy
9 carry on / continue
- 3 possible answers, from Iran:
0 In Iran, we had three terms a year in primary
school, and two terms a year in middle school and
high school.
1 You are required to attend school in Iran from the
age of seven.
2 I was five when I started primary education.
3 When I was twelve years old, I started secondary
school. You didn't have to pay: it was a state
school, not a private school.
4 Most lessons last about one and a half hours.
5 There were about 50 members of staff at my
school.
6 In secondary school, the teachers used to set us
lots of homework.
7 We never saw the head teacher very much,
because he was always very busy.

- 8 It was the head teacher's deputy who was responsible for the school rules. In Iran, if a student breaks the rules it is very common for his/her parents to be summoned to the school, which is so embarrassing for the student.
- 9 I wanted to carry on at school after the age of 16 and go to university, so I didn't leave.
- 4 1 Yes 3 Yes 5 No
2 No 4 Yes 6 Yes
- 5 1 (You have to) follow his instructions.
2 Don't communicate with anyone.
3 Your attitude is important.
4 I was relieved to finish the exam.
5 Don't waste (your) time.
6 He wouldn't cheat. / He isn't a cheat.
7 I was pleased when the exam was over.
8 Are dictionaries essential?
9 We had a written test.
- 6 1 attitude 5 essential
2 instructions 6 waste
3 cheat 7 relief
4 planning

Unit 75

- 1 1 D 3 S 5 S 7 D
2 S 4 D 6 D 8 S
- 2 tutor, undergraduate, researcher, lecturer, a graduate
- 3 1 c 3 f 5 g 7 b
2 a 4 h 6 e
- 4 1 an undergraduate 6 university
2 seminar 7 a postgraduate
3 campus 8 laboratories
4 thesis 9 educated
5 tutor
- 5 1 education 6 academic
2 undergraduate 7 graduate
3 degree 8 graduates
4 seminars 9 research
5 tutor 10 thesis
- 6 possible answers, from India:
- Most degrees in India take three years to complete.
 - Medical degrees usually take the longest time to complete.
 - Yes, many students go on to pursue higher education after they leave school.
 - If a student moves out of his town to study in a particular institution, they may choose to live on campus.
 - Yes, many students go on to do postgraduate degrees.
 - Yes, universities often hold conferences.

Unit 76

- 1 see: campus, accustomed, importance, assignment
shoe: tuition, accommodation
zoo: fees, revise, reason

- 2 1 used 5 take out a loan
2 by myself / alone 6 for this reason
3 iron 7 tend to
4 accommodation 8 campus
- 3 1 part-time job 6 there on my own
2 the importance of 7 brothers at
revision university
3 arrive on time 8 tend to study
4 away from home 9 Could you iron
5 used to studying
- 4 1 rent 6 manage
2 payment 7 freedom
3 on time 8 take out
4 tend 9 importance
5 revision
- 5 1 away 5 loans
2 accommodation 6 part-time
3 campus 7 used
4 fees

6 possible answers, from China:

- In my country, China, university students usually live at home.
- Not many students choose to live in student accommodation.
- Students live in town. The campuses are not far away from the town. Some campuses are in the town.
- Students need to pay tuition fees.
- Some students have to take out loans to pay the bills.
- Many students get part-time jobs to help pay the bills and tuition fees.
- Students are often used to working on their own.

Unit 77

- 1 1 F – An estate agent sells homes. / A travel agent sells holidays.
2 T
3 F – An importer imports goods to sell, and an exporter exports goods.
4 T
5 T
6 F – A mechanic repairs engines in cars.
7 T
8 F – A postman delivers letters and packages.
9 F – An exporter exports goods/products from their own country to another country.
10 T
- 2 1 living 7 engine (also possible: car)
2 estate 8 priest
3 hairdresser 9 pharmacist/chemist
4 agent 10 importer
5 delivered 11 agency
6 imports 12 photography

3 possible answers:

- a hairdresser, a mechanic, an estate agent, a travel agent, sailor
a postman/postwoman probably don't need a lot of training.
a photographer, and sometimes a hairdresser
I would be most interested in being a pharmacist, or even a priest.