

ENGLISH PLUS

WITH
ANSWER
KEY

PRACTICE WORKSHEETS



PREMIUM MINI-SERIES

BUSINESS ENGLISH MARKETING

Business English Marketing | Mini-Series

Episode 01: Buyers, Sellers and the Market

6 1. Match each beginning with its continuation to make true statements.

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|--|---|
| A. ____ The Richard Rogers partnership has some prestigious clients - | 1. an upmarket clientele. |
| B. ____ Louis Vuitton luggage appeals to | 2. and also to major manufacturers, such as Dell and HP. |
| C. ____ Telefónica's client base grew 15 per cent, | 3. Spanish Airports Authority, for example. |
| D. ____ Microsoft sells Vista to end-users | 4. to 245.1m, from the end of June last year to the same time this year. |
| E. ____ BSkyB said 92,000 new customers had signed up for its products in the last quarter, | 5. one day after increasing its customers' gas bills by a record 35 per cent. |
| F. ____ Centrica, owner of British Gas, angered consumers by announcing pre-tax profits of almost £1 billion | 6. bringing its customer base to 8.98 million. |

10 2. Find appropriate forms of expressions from Episode 01 in the mini-series that refer to the following:

- A. someone who buys food in a supermarket (4 expressions) _____

- B. all the people who buy food from a particular supermarket chain, from the point of view of the chain _____

- C. someone who buys the services of a private detective agency _____

- D. all the people who buy the services of the agency, seen as a group (2 expressions) _____
- E. someone who sells goods or services _____
- F. someone selling a house (2 expressions) _____
- G. someone buying a house (2 expressions) _____
- H. someone who sells hamburgers to tourists outside the Tower of London _____
- I. someone whose job is buying tyres for a car company (4 expressions) _____
- J. someone who uses a computer, even if they have not bought it themselves, but their company has (2 expressions) _____

6 3. **Complete the TV reporter's commentary with expressions containing 'market'.**

'In China, all economic activity used to be controlled by the state. Prices were fixed by the government, not by buyers and sellers in the (A) _____. But in the last 20 years there has been a series of (B) _____ that have allowed people to go into business and start their own companies.

(C) _____ are determined by what buyers are willing to pay, no longer by the state. There are still state-owned companies that lose a lot of money.

Until recently, they have been protected from (D) _____ (2 possibilities), but (E) _____ (2 possibilities) will eventually mean that they close down. Of course, the (F) _____ has its losers - those without work, and victims of crime, which used to be very rare.'

Episode 02: Markets and Competitors

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4. **Choose the correct to complete the sentences and write its correct grammatical form.**

Houston, Texas is conveniently located in the southern US and our objective is to make it the gateway for Latin American technology companies that want to

(A) _____ (abandon / withdraw from / penetrate) the US market by opening an office there.

Las Vegas has (B) _____ (enter / corner / get out of) the market on US tourists looking for a wild escape for adults.

Foreign pharmaceutical firms are (C) _____ (enter / leave / monopolize) the market for the first time to target the country's growing and increasingly health-conscious middle class.

Listeners now have numerous stations to choose from, whereas in the past the market was (D) _____ (monopolize / dominate / withdraw) by All-India Radio network.

As Swiss bankers (E) _____ (penetrate / leave / get out of) markets abroad, they are facing like-minded competitors from elsewhere in the world.

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5. **Replace the underlined expressions with expressions from Episode 02 of the mini-series. You may need to add a verb in the correct form.**

I'm Olinka and I'm marketing manager for a soft drink company in the Czech Republic.

In this market, we (A) _____ sell more drinks than any other company.

In fact, we (B) _____ have 55 per cent of the market.

(C) _____ Sales are increasing at seven to eight per cent per year. There are two main (D) _____ groups of consumers: those who drink them in

cafés, bars and restaurants, and those who buy them to drink at home. Of course,

many consumers belong to both groups, but this is our (E) _____ way

of dividing our consumers.

6. **Read this description of a language training market. Answer the questions.**
- 6 In Paris, 500 organizations offer language training to companies. However, 90 per cent of sales are made by the top five language training organizations. The market is not growing in size overall. Organization A has 35 per cent of the market, and faces stiff competition from B which has about 25 per cent of the market and from C, D and E who have 10 per cent each, but who are trying to grow by charging less for their courses.
- A. How many competitors are there in this market? _____
- B. Is competition in the market strong? _____
- C. Who is the market leader? _____
- D. Who are the two key players? _____
- E. Who mainly takes up the competition, from the market leader's point of view? _____
- F. If one competitor increases its market share, can the others keep their market share at the same level? _____

Episode 03: Marketing and Market Orientation

- 10 7. Read this conversation from a marketing meeting. Replace the underlined expressions with expressions from Episode 03 in the mini-series.

June: There's a real customer need out there. We really want a (A) _____ coherent set of ideas on how we're successfully going to design and sell the product.

Myles: Yes, and we've got to decide on the product's (B) _____ important characteristics and qualities and (C) _____ advantages.

June: We've got to work out (D) _____ what we're going to sell, (E) _____ how we're going to communicate this, the (F) _____ where we're going to sell it and (G) _____ what people are going to have to pay for it.

Myles: That's right, the (H) _____ whole combination. And we mustn't forget about (I) _____ how we're going to protect the product and make it look attractive.

June: Yes, we're first-class (J) _____ specialists in this area (2 possibilities).

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8. **Match the sentence beginnings with the correct endings.**

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|---------|--|---|
| A. ____ | There are now more efficient and market-oriented | 1. and the audience has decided the direction it takes. |
| B. ____ | Since the 1990s, China has had a much more market-led | 2. approach to economics. |
| C. ____ | Many of today's best market-led growth businesses - General Electric, Microsoft, Virgin and Sony - are | 3. - where a common spirit improves the work - are not easy to make or keep going in our market-driven society. |
| D. ____ | Lack of investment and poor market orientation | 4. farms with less dependence on government money. |
| E. ____ | For 50 years, American television has been a market-driven industry, | 5. left the companies with falling sales and profits. |
| F. ____ | Deng decentralized control over the economy | 6. in several markets at once. |
| G. ____ | Communities of actors, writers, directors and technicians | 7. and replaced state planning with a market-oriented system. |

Episode 04: Products and Brands

— 9. Choose the correct expression to complete each gap.
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Unlike traditional product **(A)** _____ (line / mix / placement), under which companies provided goods at no cost in exchange for the exposure, TV advertisers will pay a lot of money for their products to get worked into the actual storyline.

At this food shop, the product **(B)** _____ (lifecycle / mix / positioning) includes local produce as well as nuts shipped from California, wine from France and olive oil from Italy.

The new product **(C)** _____ (lines / range / placement) are Mr Ballmer's answer to the most difficult questions about Microsoft's future: Where will it find new growth as the Windows and Office businesses continue to mature?

There needs to be a tough cost-control policy throughout the different stages of the product **(D)** _____ (catalogue / lifecycle / mix) in order to keep costs down.

The firm must define its markets, position ranges of brands and identify gaps which offer opportunities for expansion or new product **(E)** _____ (line / mix / positioning).

Ford's CEO Mark Fields wants to streamline the company's product **(F)** _____ (lifecycle / portfolio / positioning) so more cars and trucks are produced in fewer plants.

___ 10. Match the sentence beginnings (1-8) with the correct endings.

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|---|---|
| A. ___ A new breakfast food marketed under the brand | 1. name of Slub would stand little chance of success. |
| B. ___ The supermarket group says there is evidence of customers opting for cheaper store | 2. products are cheap for a reason. |
| C. ___ It has been a leader in its product | 3. products while providing incentives for drug companies to discover new products. |
| D. ___ The law sought to increase the availability of cheaper generic | 4. identity in terms of green or non-green energy. |
| E. ___ The commodity of energy is only beginning to form a brand | 5. category for more than 30 years. |
| F. ___ The range of careers within the fashion industry includes: buyer, brand | 6. awareness, so as media habits change, advertising approaches need to evolve too. |
| G. ___ Ads are obviously used to increase brand | 7. brand packaged food. |
| H. ___ Many shoppers have now realized budget own-label | 8. manager, retail manager, and advertising planner. |

___ 11. Which product group does each of these products belong to?

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- | | |
|-------------------|-------|
| A. microwave oven | _____ |
| B. cotton | _____ |
| C. cars | _____ |
| D. hamburgers | _____ |
| E. soap powder | _____ |

Episode 05: Price

12. Look at the table below. Then say if the statements are true or false.

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Model	List Price	Our Price	Average price of similar competing products
Small off-road 4X4	30,600	29,500	29,100
Medium off-road 4X4	31,095	28,999	29,000
Large off-road 4X4	59,700	58,999	58,600

- A. T F The retailer has a pricing policy where the prices are below list prices.
- B. T F The small off-road 4x4 model is low-priced, and cheap in relation to competing products.
- C. T F This retailer charges £59,700 for the large off-road 4x4 model.
- D. T F The large off-road 4x4 model is the highest-priced model.
- E. T F The large off-road 4x4 model is cheap in relation to competing products.
- F. T F All the models are sold at a discount to their list price.

- 13. Complete the sentences with the appropriate form of words from Episode 05 of
4 the mini-series.

A standard tank with enough helium gas to fill 400 average-size balloons cost \$40 five years ago but \$88 today, Kaufman said. And there will be another 50 per cent price (A) _____ before Christmas.

Share prices of firms related to the corn industry have closely followed the recent corn price (B) _____, which has been largely fueled by an increase in ethanol production.

The price (C) _____ have made the televisions, which are manufactured in Asia and Mexico, affordable to many more families.

Government price (D) _____ make Alcon's pharmaceutical products less profitable.

— 14. **Read the article then answer the questions.**
5

From the beginning, the key to Starbucks' success was its upmarket image. That the coffee itself was rather expensive only added to its appeal. If you wanted cheap coffee, then go to a diner.

For a long while Starbucks managed to keep ahead of the game, expanding very fast, buying competitors and launching new products. Premium coffee remained the basic product - and one others could easily copy. Now McDonald's offers premium coffee, not only cheaper than Starbucks' but of a quality that won first place in a survey in March by Consumer Report.

As a result, Starbucks finds itself caught in a new, unwelcome 'third place', pressed from below by the fast-food chains that until recently had been considered more downmarket, and from above by a new generation of more upmarket, exclusive and sophisticated coffee houses.

A. What sort of image did Starbucks have when it was launched?

B. Was the fact that it was expensive a problem?

C. Did Starbucks grow just by opening new coffee shops?

D. How has McDonald's coffee changed in the last few years?

E. Is Starbucks in a good competition position? Why?/ Why not?

Episode 06: Place

- 8 15. Use expressions Episode 06 from the mini-series to complete this presentation.

Michael Dell started out in the PC business in the 1980s when he tried to buy a PC. There was a complicated d(A) _____ c(B) _____ between the manufacturer and the customer: w(C) _____, r(D) _____ and r(E) _____ all added to the costs, but at that time they didn't add much value from the point of the c(F) _____. So until recently, Dell manufactured every PC to order and delivered straight to the buyer. This allowed them to reduce costs, and thanks to this they have become the biggest manufacturer of PCs. Now they are in this strong position, they have started to sell their computers through r(G) _____/r(H) _____ (2 possibilities) as well.

- 6 16. Where do you go if you want to do the following.

- | | |
|--|--|
| A. park easily and visit a number of different shops without having to go to the town center | |
| B. visit different shops grouped together in a British town center | |
| C. buy a packet of sugar if all the supermarkets are closed | |
| D. buy food and some other products extremely cheaply | |
| E. buy clothes in a town center without going to a specialized clothes shop | |
| F. buy clothes, a computer and products for doing repairs on your house all in one shop, outside the town center | |

6 17. Which expression does 'it' in each sentence refer to?

- A. I really hate it, all that stuff coming through my letter box. _____
- B. It's a terrible place to work. We have to make 30 calls an hour, and the manager is always checking up on us. _____
- C. 300,000 well-targeted letters to cat-lovers? We can organize it, no problem. _____
- D. I have to do it. I've never spoken to them before, and they may be in the middle of lunch, but I've got no choice. _____
- E. The two main activities that make it up are mailings and telemarketing. _____
- F. People who come home to ten answerphone messages, all selling things, tend to hate it. _____

Episode 07: Promotion

___ 18. Match the sentences with the correct expressions.

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|--|----------------------|
| A. ___ Many supermarkets run competitions and offers to encourage people to buy from them. | 1. promotions |
| B. ___ Yesterday, I bought two kilos of oranges for half the usual price. | 2. loyalty card |
| C. ___ I bought some coffee that came with a free mug. | 3. special offer |
| D. ___ Cars in Bond films have ranged from an Aston Martin to a BMW. | 4. free gift |
| E. ___ I sometimes forget to take it when I go shopping, but you can add the points later. | 5. product placement |

___ 19. Write the correct form of words that represent the prompts below.

16

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|--|--|
| A. particular offers, competitions, etc | |
| B. You find these at exhibitions: special ___ | |
| C. They give you direct experience of a product. | |
| D. You win these in competitions. | |
| E. an organization that plans and designs campaigns: advertising ___ | |
| F. all the sales people: sales ___ | |
| G. given away with a product | |
| H. organizations that advertise | |

- I. The sales force is made up of salesmen and _____
- J. BrE for 'billboard' _____
- K. can encourage customers to revisit the same store: _____ cards
- L. TV advertisements _____
- M. One salesperson takes care of this. _____
- N. not necessarily neon _____
- O. head of the sales force _____
- P. TV is an example of a _____

Episode 08: E-Commerce

5 20. **Say whether each of these uses of the internet is B2B, B2C or B2G.**

- A. Private individuals can rent a car without phoning the car rental company. _____
- B. The city is looking for construction companies to build a new airport. There are hundreds of pages of specifications you can obtain from the city authorities. _____
- C. Car companies are getting together to buy components from suppliers in greater quantities, reducing prices. _____
- D. Businesses can get information about taxes from a government website. _____
- E. Members of the public can buy legal advice from law firms. _____

6 21. **Read the article and answer the questions.**

Stephanie Rahlfs is a keen follower of the latest fashion trends. She reads a dozen fashion magazines. She writes a blog called Adventures in the Stiletto Jungle, an online source for fashion product reviews. Rahlfs, a 30-year-old former lawyer in Santa Clara, also is one of the style-setters helping to power the next generation of online shopping sites. On ThisNext, Rahlfs recommends must-have clothes and accessories, from a Marc Jacobs bracelet to a Juicy Couture sweater. Her suggestions feed into an engine that lets other shoppers - not just her friends and readers of her blog - find products online.

Called social-shopping sites, ThisNext, Kaboodle, Stylehive, StyleFeeder and others are incorporating the community features of Web 2.0 into online shopping. They represent the latest tool for online shoppers this holiday season, using the power and expertise of friends and others online to help locate the perfect gift.

"I'm a really good shopper in fashion and beauty, but I don't know anything about shopping for gadgets or kids," said Rahlfs. "The great thing is I can share my expertise and I can pull from the expertise of others and find out what other people would buy."

Online Christmas holiday shopping is expected to grow this year, despite fears that the

economic crisis could discourage people from spending too much money. A report by the Forrester research firm predicts that online shoppers will spend about \$33 billion this season, 21 per cent more than last year.

“The online shopping population is more affluent and less price-sensitive,” said Sucharita Mulpuru, an analyst with Forrester. “They’re busy and time-starved and looking for solutions on the Web.”

A. What is Stephanie Rahlfs’s blog about?

B. Can you buy products on her blog?

C. Are social-shopping websites like ordinary e-commerce sites?

D. What is the advantage of social-shopping websites for Stephanie Rahlfs?

E. Why is it surprising if online Christmas shopping grows by 21 per cent this year?

F. According to Sucharita Mulpuru, are online shoppers a) richer than average, and b) less worried about paying higher prices than most other people?

- 22. Complete each sentence with expressions you learned in Episode 08 from the mini-series.
5

Thirty-five per cent of US adults don't take all of the vacation days they receive, according to a survey done by the online (A) _____ service Expedia.

With debit cards and online (B) _____, how much cheque-writing do you still do?

Médecins sans Frontières has used online (C) _____ to successfully raise money and show the world the projects it is working on.

Investors are advised to consider costs beyond advertised rates in selecting an online (D) _____.

We didn't have a problem before the casino opened, but in the past few years more and more of my clients have become addicted to online (E) _____.

Business English Marketing | Mini-Series

Episode 01: Buyers, Sellers and the Market

6 1. A. 3 B. 1 C. 4 D. 2 E. 6 F. 5

10 2. A. buyer, consumer, customer, purchaser
B. customer base
C. client
D. client base, clientele
E. seller
F. seller, vendor
G. buyer, purchaser
H. street vendor
I. buyer, purchaser, buying manager, purchasing manager
J. user, end-user

6 3. A. market-place
B. market reforms
C. Market prices
D. market forces/market pressures
E. market forces/market pressures
F. market economy

Episode 02: Markets and Competitors

5 4. A. penetrate B. cornered C. entering
D. monopolized E. penetrate

5 5. A. are the market leader

B. have a 55 percent market share

C. Market growth is

D. market segments

E. market segmentation

6

6. A. 500 B. yes C. A

D. A and B E. B, C, D, and E F. no

Episode 03: Marketing and Market Orientation

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7. A. marketing plan B. features

C. benefits D. the product

E. the promotion F. place

G. the price H. marketing mix

I. the packaging J. marketers/marketeers

7

8. A. 4 B. 2 C. 6 D. 5 E. 1 F. 7 G. 3

Episode 04: Products and Brands

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9. A. placement B. mix C. lines

D. lifecycle E. positioning F. portfolio

8

10. A. 1 B. 7 C. 5 D. 3 E. 4 F. 8 G. 6

H. 2

5

11. A. consumer durable

B. raw materials

C. consumer durable

D. fast-moving consumer goods

E. fast-moving consumer goods

Episode 05: Price

- 6 12. A. T F B. T F C. T F D. T F E. T F
F. T F

- 4 13. A. hike B. boom C. cuts D. controls

- 5 14. A. It had an upmarket image.
B. No, this added to its appeal
C. No, it also bought competitors, and launched products in addition to coffee.
D. It has improved a lot.
E. No, it's squeezed from below by fast food chains and from above by more sophisticated coffee shop chains.

Episode 06: Place

- 8 15. A. istribution B. hannel C. holesalers
D. esellers E. etailers F. ustomer
G. etailers

- 6 16. A. shopping mall B. shopping center
C. convenience store D. discounter
E. department store F. hypermarket

- 6 17. A. junk mail B. call center
C. mailshot D. cold calling
E. direct marketing F. telemarketing

Episode 07: Promotion

- 5 18. A. 1 B. 3 C. 4 D. 5 E. 2

Answer Sheet

- 16
19. A. promotions B. displays
C. samples D. prizes
E. agency F. force
G. gifts H. advertisers
I. saleswomen J. hoarding
K. loyalty L. commercials
M. territory N. sign
O. sales manager P. medium

Episode 08: E-Commerce

- 5
20. A. B2C B. B2G C. B2B D. B2G E. B2C

- 6
21. A. fashion products
B. no
C. no
D. She can get information about buying things that she previously knew nothing about.
E. Because the general economic situation is so bad.
F. a) yes, b) yes

- 5
22. A. travel B. banking C. fundraising
D. brokerage E. gambling