

Best Commercial Practice – Online worksheets

Answer Key

Module 1

Worksheet 1

- 1 Primary, secondary and tertiary production
Personal answers
- 2 1 C 2 B 3 A 4 B 5 C
- 3 1 decline 2 balance 3 inequality 4 result 5 failure 6 pattern
- 4 Personal answer

Worksheet 2

- 1 1 CAD: computer-aided design
2 CAM: computer-aided manufacturing
3 CAE: computer-aided engineering
4 CIM: computer-integrated manufacturing
5 RFID: Radio Frequency Identification
6 QR: Quick Response
- 2 1 Companies have been able to build up a competitive advantage, increase their efficiency and speed, cut costs and develop strategic planning.
2 A designer can make changes to a design instantly so it is much quicker than drawing and making models by hand.
3 It means the manufacturing process is quicker and more efficient. There is more precision and less waste.
4 They are tags and readers. The tags attached to an article contain the information and the reader is used to access this information.
5 It can read multiple tags at the same time and doesn't need direct contact with the tag.
6 The applications of these codes include ticket systems, distribution chain, stock and inventory control and inspections. They are used a lot in advertising and marketing as they are a good way to reach potential customers.
- 3 1 RFID chips 2 passive 3 shorter 4 decreasing 5 oldest 6 rice
- 4 1 F 2 T 3 DS 4 DS 5 T 6 T
- 5 Personal answers

Worksheet 3

- 1 The answer is B

- 2 How to behave correctly on the Internet.
- 3 1 F 2 T 3 T 4 DS 5 T 6 F 7 T 8 F
- 4 1 policy 2 salutations 3 brief 4 copies 5 capitals 6 spelling 7 out-of-office reply
8 inbox
- 5 Personal answers

Worksheet 4

- 1 Personal answers
- 2 1 Because it is much slower than email (like a snail).
2 It's a new company (start-up) that digitises physical mail.
3 The services include having your mail picked up three times a week, scanned and sent to you electronically. The company will also throw away unwanted things or return important, personal pieces of mail.
4 Interfering with mail is a federal offence in the USA so there are some doubts about whether the company's business is legal.
5 It has affected the company's core business, and the volume of mail fell from 202.8 billion pieces a year in 2002 to 159.9 billion in 2012. This has affected its profits.
6 The USPS has to ship and deliver more packages and parcels because of the number of people that buy things from e-commerce sites.
7 It plans to add advertising when it sends the mail to the clients.
- 3 Personal answers
- 4 Personal answers

Worksheet 5

- 1 Voice over Internet Protocol
Personal answer
- 2 1 T 2 F 3 T 4 F 5 DS 6 T 7 T 8 F
- 3 Personal answer

Vocabulary – Functions – Grammar Worksheet

- 1 1 d 2 h 3 e 4 f 5 c 6 g 7 a 8 b
- 2 A Good morning. Simpsons Ltd. Can I help you?
B Hello. This is Valerie Clark from Culvers. Can/Could/May I speak to Mr Bush, please?
A I'm sorry but he's not in the office this morning.
B Could I leave a message?
A Of course.
B Could you please tell him that our meeting tomorrow is confirmed for 10 a.m.?
A Certainly. I'll give him the message as soon as he gets back.
B Thank you/Thanks very much. Goodbye.

A Goodbye.

- 3 1 A When does the bank open?
B It opens at 8.15 every day.
2 A Does your company have a website?
B Yes, we sell all over the world.
3 A Which production sector does ICT belong to?
B It is part of the quaternary sector.
4 Sustainable trade does not damage the environment.
5 Emails are usually more informal than business letters.
- 4 1 There are 2 employs 3 are certified 4 has got 5 is not used

Module 2

Worksheet 1

- 1 Planned economy, free market economy, mixed economy
- 2 1 State capitalism is when the state supports a company but allows it to operate freely like a private company.
2 It is increasing in emerging countries, particularly China.
3 Talent and capital go towards the state-backed companies rather than the private sector.
4 They are more innovative. They use capital more efficiently and grow faster.
5 Their investments are often more in the government (and its lack of stability for example) than in the company itself, which would be the case with a normal private sector company.
6 They should use the system of state capitalism to help their economy and growth and then let the private sector take over.
- 3 1 at the same time 2 rather than 3 supporters 4 focus on 5 appeal 6 kick-start
- 4 Personal answer

Worksheet 2

- 1 Sole trader, partnership, SME, Ltd, Plc, MNC, etc.
Co-operatives normally do not have making a profit as their sole aim.
- 2 1 F 2 F 3 DS 4 T 5 F 6 T 7 T 8 DS
- 3 Personal answers
- 4 Personal answers

Worksheet 3

- 1 Personal answer
- 2 1 They are concerned about tax avoidance.

- 2 It can mean they minimise the amount of tax they have to pay.
- 3 Although it makes commercial sense to have one subsidiary dealing with sourcing the coffee for the entire company, the real reason for the location is that Switzerland only charges 12% tax on trading profits.
- 4 It is a system of making payments from one company to another within the same corporate empire but located in different countries.
- 5 Companies can charge more for goods and services and in this way they can move their profits from high-tax jurisdictions to low-tax jurisdictions.
- 6 They cannot judge what a fair price would be for these transactions because they are not like normal transactions that take place on an open market.

3 Personal answer

Worksheet 4

1 1 c 2 d 3 a 4 e 5 b

- 2 1 LBS, JBS
2 LBS
3 WBS
4 WBS, JBS
5 LBS
6 WBS
7 LBS (WBS – distance learning)
8 WBS, JBS

3 Personal answer

Worksheet 5

- 1 Harvard – Boston
Columbia – New York City
Stanford – Stanford in Silicon Valley, near San Francisco, California

2 1 F 2 DS 3 F 4 T 5 F 6 F

3 Personal answers

Vocabulary – Phraseology – Grammar Worksheet

1 1 g 2 d 3 a 4 e 5 b 6 h 7 f 8 c

2 1 position/post/job 2 advertised 3 diploma/degree/certificate 4 team 5 CV 6 details
7 look 8 interview

3 1 C 2 B 3 B 4 A 5 C

- 4 1 If the government privatises the health system, many people won't be able to afford healthcare anymore.
2 The company will hire more staff if business continues to grow.
3 It will become more difficult to find a job if the market doesn't improve.

- 4 If sales don't get better, we'll have to close down one of our factories.
5 The directors won't accept the takeover bid unless the employees agree too.

Module 3

Worksheet 1

- 1 Personal answers
- 2 3 A Newspaper advertising
5 B The Industrial Revolution
2 C Propaganda and persuasion
1 D Ad men
4 E The digital age
- 3 1 They were simple ads, with informative texts about things like books and plays, as well as personal ads.
2 First they were simple with only a description and the price of a product. Then, it became possible to add illustrations. The language also became more persuasive due to the increased competition and the need to sell more products.
3 They offered copywriting and illustrations, as well as research into the target audience and an analysis of a campaign's effectiveness.
4 Government propaganda and policies were often advertised on posters.
5 Because of the Great Depression the amount of money spent on advertising declined and advertising became more persuasive and insistent. It wanted to create the idea of need and used techniques such as the desire to belong and sex appeal to do this.
6 The affluence of the post-war period, together with an increase in consumer spending and the fact that many people now had televisions all led to an increase in advertising in the 1950s.
7 Madison Avenue was the centre of the US advertising industry and many powerful and important people (men) set up agencies there.
8 Advertising expenditure in traditional media dropped in favour of digital media.
- 4 Personal answers
- 5 Personal answer

Worksheet 2

- 1 1 T 2 T 3 F 4 T 5 DS 6 T 7 DS 8 F
- 2 1 b 2 d 3 a 4 c
- 3 Personal answer

Worksheet 3

- 1 Personal answer

2

Job Title	Role	Description of tasks	Personal qualities and skills
Account Manager	liaise between client and agency	solve problems, give briefings, ensure deadlines are met, ensure budgets are respected, keep everyone updated, manage projects, convince clients...	people-oriented, sociable, good communication skills, work well under pressure, flexible, well-organised...
Copywriter	write the words/copy used in advertising	work with art director, follow the brief for the audience/strategy	imaginative, creative, think outside the box, work under pressure, able to accept criticism
Media Planner/ Buyer	plan the media campaign/negotiate and buy the relevant space in the media	planning: know all about the media, analyse data and statistics, choose the best media, stay updated on industry and competitors, liaise with buying dept; buying: manage media bookings, analyse effectiveness of campaign, prepare cost reports, liaise with planning dept	good with data and statistics, IT skills, work as a team, well-organised, pay attention to detail

3 Personal answers

Worksheet 4

1 Personal answers

2 1 C 2 A 3 B 4 B 5 A

3 1 reach 2 consumer 3 tastes 4 key 5 budget 6 afford

4 Personal answers

Worksheet 5

1 Personal answer

- 2
- 1 To inform customers of a new branch that will open in Frankfurt.
 - 2 He is already an employee of the company and he will be the manager at the new branch.
 - 3 They should contact this new branch for any enquiries or orders.
 - 4 He assures them that the service will be even better with this new branch.

3 1 with pleasure

- 2 recently appointed
- 3 valuable asset
- 4 customer service
- 5 the coming month
- 6 business relationship

4 1 f 2 c 3 e 4 b 5 a 6 d

5 Personal answer

6 Personal answer

Vocabulary – Phraseology – Grammar Worksheet

1 1 effective 2 valuable 3 competitive 4 successful 5 humorous 6 innovative 7 creative
8 powerful 9 memorable 10 desirable

2 1 Now is the time
2 So why wait?
3 has selected you
4 incredibly low rate
5 half the price
6 dynamic individual
7 friendly consultants
8 amazing offer

3 1 should/ought to
2 mustn't
3 needn't/don't have to
4 could/may/might (should/ought to)
5 must
6 Could/Can

4 1 less effective
2 the quickest
3 more popular
4 as good as
5 the most

Module 4

Worksheet 1

1 Personal answer

2 1 A 2 C 3 B 4 C 5 C

3 Personal answer

Worksheet 2

- 1 1944, USA (town of Bretton Woods, New Hampshire)
IMF and World Bank
- 2 1 e 2 d 3 a 4 c 5 b
- 3 1 B 2 A 3 B 4 C 5 A
- 4 Personal answer

Worksheet 3

- 1 EMU: Economic and Monetary Union
EMS: European Monetary System
ECU: European Currency Unit
ERM: Exchange Rate Mechanism
- 2 1 introduction of EMS
2 the fluctuation allowed from central ECU rate
3 the year the UK joined the system
4 the percentage the Italian lira, Spanish peseta, Portuguese escudo and the British pound were allowed to fluctuate
5 the year UK and Italy left the ERM
6 the increased fluctuation rate
- 3 1 The UK had to leave the ERM (as the UK government could not prevent the devaluation of the pound).
2 It increased interest rates three times and authorised the spending of billions of pounds.
3 It wanted a stable economy and low inflation like in Germany.
4 It was a member for two years.
5 He made £1 billion.
6 He bet on the devaluation of the pound. He borrowed heavily before Black Wednesday and then paid off his debts after the devaluation, making a profit.
- 4 Personal answer

Vocabulary – Functions – Grammar Worksheet

- 1 1 Visible imports and exports refer to international trade in goods, such as food and raw materials.
2 Invisible imports and exports refer to international trade in services, such as banking and tourism.
3 A trade deficit is when the value of the goods a country imports is greater than the value of the goods it exports.
4 A trade surplus is the opposite to a trade deficit. It is when a country exports more than it imports.
5 A tariff is a tax which a government imposes on imported goods as a form of protectionism.

6 A quota is a form of protectionism in which a government imposes a limit on the number or amount of imports.

2 1 consider 2 problem 3 regards 4 decision 5 price 6 possible
1 e 2 c 3 a 4 f 5 b 6 d

3 1 received
2 have fallen
3 has reported
4 has increased
5 haven't done
6 was there – was

4 1 We concluded the sales contact with our new supplier two days ago.
2 Our lawyers prepared all the documentation.
3 The deal was signed by our representative at 11 p.m.
4 Our staff wasn't informed until this morning.

Module 5

Worksheet 1

- 1 England and France
- 2 1 the year the high speed rail link was agreed between UK and France
2 the year the first tunnel met in the middle of the English Channel
3 the year the Channel Tunnel was completed and officially opened
4 the number of tunnels
5 the length of each tunnel
6 the number of passengers through the tunnel so far
7 the journey time from London to Brussels
8 the amount of carbon dioxide emissions that could be saved for each passenger who travels by Eurostar instead of by plane
9 the length of Truck Shuttle trains
10 the speed that Truck and Passenger Shuttles travel through the Channel Tunnel
- 3 Personal answers

Worksheet 2

- 1 A natural event which is beyond anyone's control e.g. an earthquake.
- 2 1 F 2 T 3 DS 4 DS 5 T 6 F
- 3 1 The presented data regards the number of natural disasters in 2012, together with the number of victims and insured loss.
2 The most frequent is floods while the least frequent is hail.
3 Most victims were caused by flooding; the least by droughts and bush fires.
4 Insurers had to pay out most money for storms and least money for cold frost.

5 Sample answer: No, they don't, because not everyone who suffers damage or death due to natural disaster is insured, and the economic loss goes beyond what an insurance policy can cover.

Worksheet 3

- 1 Personal answer
- 2 1 F 2 T 3 T 4 DS 5 T 6 DS 7 F 8 T
- 3 Personal answer

Vocabulary – Phraseology – Grammar Worksheet

- 1 1 inexpensive 2 unlimited 3 unopened 4 illegal 5 unable 6 disadvantage 7 impossible 8 irregular 9 uninfluenced 10 unsuitable
- 2 1 reference/regards 2 place/confirm 3 follows 4 apply/give us 5 by/on/within/no later than 6 kindly 7 receiving 8 future
- 3 1 The goods have already been dispatched.
2 We have not received your pro-forma invoice yet.
3 We've never done business with that firm.
4 I've just sent our cancellation.
5 The company hasn't done business abroad before.
6 (So far) The insurers have received 25 claims so far, but they are expecting many more.
7 Have you ever refused an order?
8 (Recently) The company has recently expanded (recently) and now has 15 branches.
- 4 1 have started
2 have been discussing, haven't made
3 has changed
4 both answers possible, though present perfect simple is probably more common here
5 have been working
6 have we received, have lost

Module 6

Worksheet 1

- 1 Personal answer
- 2 1 T 2 F 3 DS 4 T 5 DS 6 F 7 DS 8 F
- 3 Personal answer

Worksheet 2

- 1 Personal answer
- 2
 - 1 Edgar Cahn developed the idea in the late 1980s.
 - 2 Time is the currency used.
 - 3 You can deposit and withdraw time like you would with money in a normal bank.
 - 4 The value and importance of everyone and all kinds of work. Reciprocity and social networks, respect.
- 3 1 B 2 A 3 C 4 C 5 B
- 4 Personal answers

Worksheet 3

- 1 Personal answers
- 2 1 c 2 f 3 a 4 e 5 d
- 3 Personal answers

Worksheet 4

- 1 Personal answer
- 2
 - 1 To tell Mr Cowell he is over the authorised overdraft limit.
 - 2 The authorised amount is £150.
 - 3 £1 for each day he is over the limit and £35 for direct debits and standing orders which make the account even more overdrawn.
 - 4 They ask him to pay off the debt immediately and not to go over the authorised limit again.
 - 5 The bank suggests using their text alert system to know when he is about to go overdrawn or discussing a new account.
- 3
 - A Making a recommendation
 - B Giving an explanation
 - C Making a comparison
 - D Negotiating
- 5 Personal answers

Vocabulary – Phraseology – Grammar Worksheet

- 1
 - 1 A bank account usually used for day to day transactions.
 - 2 An account which pays interest on savings, where you probably have to give advanced warning before withdrawing funds.
 - 3 When you go below zero in an account. It is normally previously agreed with the bank and subject to high bank charges.
 - 4 An authorisation for the bank to debit a fixed amount on a regular basis from an account.
 - 5 An authorisation for the bank to pay bills such as utility bills from an account.
 - 6 A document from the bank which lists all movements (debit and credit) on an account.

2 1 B 2 C 3 A 4 D 5 A 6 B

- 3 1 The company had never done business abroad before.
2 When the manager arrived, the meeting had already begun/started.
3 We had been waiting for two weeks when the documents finally arrived from the bank.
4 When I went to pay for my shopping I realised I had left my credit card at home.
5 I had been investing in the stock market for five months when there was a crash and I lost a lot of money.
- 4 1 If Ted weren't/wasn't a discretionary broker, he couldn't charge such high commission/ would have to charge lower commission.
2 The company wouldn't have open accounts with its main suppliers if it didn't do so much business with them.
3 We wouldn't ask for credit references if we hadn't had some clients default in the past.
4 The bank would have issued the draft if the documents had been in order.
5 If the bank had sent me a text alert, I wouldn't have gone overdrawn.
6 If the client had paid his debts, we wouldn't have contacted our lawyers.

Module 7

Worksheet 1

- 1 Personal answers
- 2 1 d 2 c 3 f 4 e 5 a
- 3 Personal answer

Worksheet 2

- 1 Personal answer
- 2 Personal answers
- 3 Personal answers

Worksheet 3

- 1 Personal answers
- 2 1 c 2 f 3 a 4 b 5 e
- 3 Personal answer

Worksheet 4

- 1 Globalisation and local; personal answer

- 2
- 1 In the 1990s after it had been used by Japanese economists.
 - 2 It can adapt the ingredients according to local tastes and customs, for example Muslims do not eat pork.
 - 3 The campaign combined the fact that HSBC was a global bank together with its local knowledge.
 - 4 They used the slogan to show people the connection between local actions and problems and global ones.
 - 5 Some people see it as a balance between being completely global and completely local. Moreover multinationals, for example, are taking into consideration local issues.
 - 6 They think it is just a word that is used to disguise the real effects of globalisation.
- 3 Personal answers

Worksheet 5

- 1 Personal answer
- 2
- 1 A general law in the UK for protecting consumers when they buy goods. Goods have to be the same as the description given, suitable for the purpose or job intended and of a decent quality.
 - 2 This is a law which refers to distance selling for example buying things from a website, by post or over the phone. It gives more protection to consumers.
 - 3 These regulations refer to goods or services sold on the doorstep, which means in someone's home or workplace. It offers additional rights for a consumer to cancel because often doorstep traders pressurise people into buying or signing for things they don't actually want.
 - 4 This is a service which offers independent and confidential advice to consumers and can help them if they need to make a complaint or take action against a trader or company.
 - 5 This is an organisation which deals with serious complaints. Its purpose is to protect consumers and prevent disreputable and illegal traders from operating.
- 3
- 1 1957
 - 2 600,000, 254,000
 - 3 independent
 - 4 debit and credit card, food products
 - 5 campaigns, research
 - 6 websites
 - 7 advertising
- 4 Personal answers

Vocabulary – Phraseology – Grammar Worksheet

- 1
- 1 turned down
 - 2 look into
 - 3 point out
 - 4 pass this message on
 - 5 sort out
 - 6 pick up

2 1 into 2 out 3 was 4 by 5 shipped/sent/dispatched 6 apologise 7 carry
8 care/attention

3 Possible answers:
The technician said...
1 ... that the machinery had been/was used improperly.
2 ... that it was not their fault.
3 ... that they couldn't replace it free of charge.
4 ... that it would take two days to repair.
5 ... that they should call customer services if they weren't satisfied
6 He/She asked what they wanted him/her to do.

4 1 B 2 A 3 C 4 C 5 B 6 A

Dossier 1

Worksheet 1

1 Possible answers:
The **Kalahari Desert** is a large semi-arid sandy savannah in southern Africa.
The **Zambezi** is Africa's fourth largest River system, after the Nile, Zaire and Niger Rivers.
It runs through six countries on its journey from central Africa to the Indian Ocean.
Victoria Falls present a spectacular sight of awe-inspiring beauty and grandeur on the Zambezi River, forming the border between Zambia and Zimbabwe.

2 1 T 2 T 3 F 4 F 5 F 6 T

3 Personal answer

Worksheet 2

1 Personal answers

2 1 B 2 L 3 L 4 B 5 B 6 L 7 both

3 Personal answer

Worksheet 3

1 1 Boston – Massachusetts
2 Dallas – Texas
3 Houston – Texas
4 Las Vegas – Nevada
5 Los Angeles – California
6 New York – New York
7 San Antonio – Texas
8 San Diego – California
9 Washington DC – not part of any state – a federal district called District of Columbia

2 1 T 2 T 3 F 4 T 5 F 6 T 7 F 8 F

3 Personal answer

Worksheet 4

1 Personal answer

2 1 B 2 T 3 H 4 T 5 T 6 H 7 H 8 T

3 1 B 2 C 3 A 4 B 5 D

4 Personal answer

Worksheet 5

1 1 F (He stopped school at 12 so very young.)
2 T
3 F (Not many critics liked it, nor did the public due to its form and content.)
4 F (He constantly added new poems, revised and edited the collection until he died.)
5 T
6 T
7 T
8 F (His innovative style was a great influence for later poets.)

2 1 He is 37.
2 He is relaxing, looking at a blade of grass.
3 He invites his soul.
4 He hopes to continue his journey of 'celebrating' himself/us all until he dies.

3 Sample answers:
1 We share the same atoms: 'for every atom belonging to me as good belongs to you.'
He is made of the same atoms as the earth and air, as were his parents and ancestors – all belonging to the same place.
2 We will believe what he tells us in the poem, but we will also become him, take on his identity during the poem (the idea that we are all connected and experiences are not just personal).
3 He wants to be free to form his own opinion, learn from what and who surrounds him, without preconceived ideas and conceptions.
4 Personal answer

Dossier 2

Worksheet 1

1 1837-1901

2 1 C 2 B 3 D 4 D 5 A

3 Personal answer

Worksheet 2

1 Sample answer:

Britain operated slave ships from Africa to the Americas, particularly the Caribbean, and reportedly carried about 42% of slaves. The British Empire had slaves, particularly in the Caribbean, e.g. on sugar plantations in Jamaica.

(See: http://www.bbc.co.uk/history/british/abolition/launch_anim_slavery.shtml)

The US had a smaller role in the actual Atlantic slave trade, but had a huge demand for slaves, particular in the south for cotton and tobacco production.

2 1 F 2 T 3 T 4 F 5 T 6 F 7 F 8 T

3 Personal answer

4 Personal answer

Worksheet 3

1 1939-1945

Sample answer: US economy and industry was positive, Europe was in ruins because of the cost and effects of the war.

2 1 F 2 T 3 F 4 T 5 F 6 F 7 T 8 F

Worksheet 4

1 Personal answer

2 1 Malcolm X 2 King 3 Malcolm X 4 both 5 King 6 King 7 Malcolm X 8 both

3 Personal answer

Worksheet 5

1 Personal answers

2 1 The city was divided into four zones and Russia, France, Britain and the USA each controlled one of them.

2 They wanted the British, French and Americans to leave Berlin and to take power of the city themselves.

3 The Allies organised airlifts to supply fuel and food to their sectors.

4 Construction started in 1961.

5 It represented the division between east and west, between the two superpowers of USA and USSR.

6 It collapsed in 1989.

3 1 He was a US Senator.

2 He was a Republican and opposed to all forms of Communism.

3 He first accused 205 people working in the State Department. He claimed they were active communists.

4 There was a lot of fear about communism and communist activities before and during the Cold War and people were worried that Communists could take over American society and politics.

5 McCarthy also accused government employees, trade union activists and people in the entertainment industry. He had little evidence for his accusations, apart from the fact some of them were Members of the Communist Party.

6 People stopped supporting and believing in McCarthy after some of the trials were shown on television and they were able to see how brutal he was when he interrogated some US Army officers.

Dossier 3

Worksheet 1

1 Sample answer:

UK: national system, run by government, state and private schools, 5-16 compulsory, called 'years'

US: decentralised system, run by state and local government, state and private schools (mostly religious), 5-16 compulsory, called 'grades'

2 1 It will be introduced in England.

2 It is designed for state schools and students from 5-14.

3 They had to change the curriculum in order to keep up with other countries' education levels.

4 The countries he mentions are examples of successful school systems.

5 They should understand fractions, algorithms and be able to create and debug simple programs.

6 Teachers, unions and the opposition party(Labour) have criticised the curriculum.

7 Teachers have not been (so) involved in writing this curriculum as in the past, but it has been thought up by government officials and advisers.

8 They had to change the study programmes for some subjects like design and technology, geography and history because some things were not included and they would not prepare young people for future challenges.

3 1 F 2 DS 3 T 4 T 5 F 6 DS 7 DS 8 T

4 Personal answers

Worksheet 2

1 Personal answer

2 GRUNGE

USA – Seattle

Late 80s early 90s

Punk heavy metal indie rock

Social alienation and disenchantment, desire for freedom

Nirvana, Pearl Jam, Soundgarden, Alice in Chains
Nevermind, Smells like teen spirit / Ten
Led to a grunge fashion / energetic live performances

BRITPOP

UK – north and south of England

Early to mid 90s

British guitar of 60s and 70s (anti grunge reaction)

British topics, things relevant to that generation

Blur, Suede, Pulp, Oasis

Parklife, 'Country House' – Blur; *Definitely Maybe, (What's the story) morning Glory?*,

'Roll with it' – Oasis

Rivalry exaggerated by the media

3 Personal answers

Worksheet 3

1 1 c 2 a 3 d 4 b

2 1 c 2 f 3 e 4 b 5 a

3 Personal answers

Worksheet 4

1 Personal answer

2 Personal answer

3 1 A 2 E 3 B, C 4 C 5 D 6 A 7 E 8 C 9 B 10 D

4 1 d 2 f 3 e 4 a 5 g 6 c 7 h 8 b

5 Personal answers

Worksheet 5

1 **Aestheticism:** Wilde was a follower of this movement. He believed in the beauty of art for art's sake.

Decadence: Wilde's life can be considered to be decadent in some ways. Dorian Gray lived a decadent lifestyle.

Morality: Very important value for Victorians. Wilde showed a lack of morals in *Dorian Gray* with the pursuit of pleasure at any cost. Also his belief in the beauty of art without any moral purpose was in conflict with the Victorian thought that art had to have a moral purpose.

Satire: Wilde was well known for his satire and wit, particularly in his plays.

2 1 It has some lines around the moth – a sign of cruelty

2 Because Dorian had been cruel to Sybil, rejecting her after saying he loved her.

3 He feels a bit unsure about what it means, maybe a bit worried

4 It reflects the nasty, cruel things that Dorian does so that looking at the portrait he can see what he is like inside.

3 Personal answers

4 **Ireland:** his home country, but where he only lived when he was young. The political conflict with England. Elements present in his novels.

Dublin: his home town. The life of Dublin and its inhabitants are present in his novels.

Catholicism: he was born a Catholic but then rejected the religion. Religion a key theme for Joyce.

Epiphany: a moment of deep self-awareness. A literary technique adopted by Joyce.

5 He was a skillful craftsman and artisan and the father of Icarus. He made wings out of feathers and wax in order for him and his son to escape from Crete. Icarus ignored his father's warning and flew too close to the sun, melting the wax on his wings.

6 1 winged form flying above the waves

a hawk-like man flying sunward above the sea

limbs as though he was soaring sunward

his soul was in [flight](#). His soul was soaring in an air beyond the world

An ecstasy of flight made radiant his eyes and wild his breath and tremulous and wild and radiant his windswept limbs

the cry of a hawk or eagle on high

wild flight

2 Freedom, transformation, the start of his real identity as an artist

3 using strong, powerful, repetitive language and images to show his desires and feelings, references to a flame. Distinct contrast to the dull pale religious life he nearly chose.

7 Personal answers

Dossier 4

Worksheet 1

1 Conservative Party; Margaret Thatcher

2 **Margaret Thatcher:** The Prime Minister during the Miners' Strike. She wanted to cut back the coal mining industry and close pits that weren't making any money.

Arthur Scargill: The leader of the National Union of Mineworkers who battled against the decisions of the government regarding pit closures and the strike.

Cortonwood was the first pit where miners went on strike. It is no longer a pit but there is a shopping centre where it once was.

5th March 1984: The date the miners' strike started. It lasted one year.

The date Margaret Thatcher died. Her death brought back memories for those who had suffered under her policies and some people were happy about her death.

3 1 C 2 A 3 A 4 B 5 C 6 B

4 Personal answers

Worksheet 2

- 1 Personal answers
- 2 1 D 2 C 3 F 4 B 5 A
- 3 Personal answers

Worksheet 3

- 1 Research and Development.
Example answer: Make new discoveries, new technology, find cures, solutions to global problems, improve our lives.
- 2 1 RTP 2 MIT 3 MIT 4 RTP 5 Both 6 RTP 7 RTP 8 MIT 9 RTP 10 MIT
- 3 Personal answers

Worksheet 4

- 1 Personal answers
- 2 1 C 2 F 3 A 4 E 5 B
- 3 Personal answers

Dossier 5

Worksheet 1

- 1 Personal answers
- 2

COUNTY COUNCIL Large area Responsible for: <i>public services like schools, social services, and public transportation</i>	UNITARY AUTHORITY In large <i>towns and cities</i> and in small counties Responsible for: <i>all local services</i> London boroughs, Scotland and <i>Wales</i> have this system.
DISTRICT COUNCIL Smaller areas Responsible for: <i>local services, like council housing, leisure facilities, local planning, recycling and rubbish collection</i>	
TOWN/PARISH COUNCIL Very small area Responsible for: <i>parks and ponds, war memorials, and local halls and community centres</i>	

POWERS AND FUNDING

Some powers are mandatory and dictated by *law*; others are at the discretion of the local authority.
Funds from: *central government, Council Tax and business rates*

3 Personal answers

Worksheet 2

1 To define a European strategy and to work together and get results in important areas like industry, agriculture and finance.

2 1 F 2 C 3 E 4 D 5 A

3 Personal answers

Worksheet 3

1 Personal answers

2 1 DS 2 F 3 T 4 T 5 DS 6 DS 7 T 8 F

3 Personal answers

Worksheet 4

1 1 Abraham Lincoln (1861-1865)
2 Franklin Delano Roosevelt (1933-1945)
3 John F. Kennedy (1961-1963)
4 Ronald Reagan (1981-1989)
5 Barack Obama (2009-)

2 **Speech A** Barack Obama
Speech B John F. Kennedy
Speech C Abraham Lincoln
Speech D Ronald Reagan
Speech E Franklin Delano Roosevelt

3 Personal answers

Worksheet 5

1 Personal answers

2 1 B 2 D 3 C 4 A 5 B

3 Personal answers

BEC

Reading

Part 1

1 A 2 D 3 B 4 A 5 C 6 D 7 C

Part 2

8 G 9 E 10 C 11 A 12 D

Part 3

13 D 14 C 15 B 16 B 17 A 18 C

Part 4

19 A 20 C 21 B 22 D 23 B 24 A 25 C 26 D 27 B 28 B 29 D 30 A 31 C 32 C 33 B

Part 5

34 with 35 much 36 correct 37 correct 38 that 39 so 40 to 41 can 42 have 43 correct 44 will 45 correct

Listening

Part 1

- 1 1 training
- 2 introduction
- 3 design
- 4 tomorrow morning

Audio script

Announcer Part One – Conversation One.

You will hear three telephone conversations or messages.

Write one or two words or a number in the numbered spaces on the notes or forms below.

You will hear each recording twice.

Answering service The person you are calling is not available. Please leave a message at the tone.

Margaret Hi John. This is Margaret. I wanted to tell you that the new training manuals are nearly ready but I need to discuss the introduction and cover before we print the final version. Are you going to write the introduction this time or shall we have the CEO do it again? And I've got a great new design for the cover.

Personally I think it's about time we changed it. It's so old-fashioned – we must have been using it for the last 10 years at least! I'll send you the image by email but you need to let me know by tomorrow morning what you want to do as I have to tell the printers. The first course starts on 11th June and we can't risk not having the manuals ready, can we? I'll wait for your phone call or email this afternoon or tomorrow morning at the latest, OK?

- 2 5 Green Black
- 6 Business Park
- 7 5,200
- 8 eco-friendly (environmentally friendly)

Audio script

Telephonist Good morning. Gregg's Cleaners. How can I help you?

Mr Waverly Hello. This is Brian Waverly from Green, Black and Associates. I'd like to have a quote for cleaning our offices.

Telephonist Certainly, Mr Waverly. First, could you tell me where your offices are and how big they are.

Mr Waverly Right, we're in the centre of Salford Business Park, opposite the main bus stop. And we have offices on the first and second floors.

Telephonist Do you know how many square feet?

Mr Waverly Mmm, I'm not sure offhand. I expect it's around 5,200 square feet.

Telephonist That's fine. We'll come and see the premises anyway in order to give you a precise quote. Is a once-a-week service sufficient?

Mr Waverly Yes, that's what we have at the moment.

Telephonist And is there anything we should be aware of?

Mr Waverly It's important for us to know that you will use eco-friendly products.

Telephonist We use a range of environmentally friendly cleaning products as standard, so that won't be a problem. Can I ask how you heard about our company?

Mr Waverly We saw your ad in the Business Park Newsletter and as we are not satisfied with our current service, we thought we'd contact you.

Telephonist I can assure you that we offer an excellent standard of service at very competitive rates. When could we arrange a visit in order to...?

- 3 9 WP 175
- 10 cat food
- 11 Friday
- 12 mobile (phone)

Audio script

Telephonist Good afternoon. Winthorpe Pet Supplies. Mike speaking.

Ms Wilkinson Good afternoon. This is Claire Wilkinson and I'm calling about a problem with a delivery we've just received.

Telephonist Could you give me the name of the company and the order number?

Ms Wilkinson Yes, I'm calling from Pete's Pets and the order number's WP 175/8.

Telephonist Thank you. Just a moment while I call up the details on the screen... So you said there was a problem with your order.

Ms Wilkinson Yes. We ordered 50 boxes of Premium Puppy Food and 50 of Premium Dog Food, but we also received 50 boxes of cat food which we didn't order.

- Telephonist** I see. I expect there was a mix up in the packing department. Would you be interested in keeping these extra products at a discount?
- Ms Wilkinson** No, not at all. We don't have the clients for them.
- Telephonist** I understand. That's not a problem. I'll have our delivery guy come and pick them up in the next couple of days.
- Ms Wilkinson** That's fine, but not on Thursday as we're shut. It'd be best on Friday.
- Telephonist** OK, we'll make it Friday but if there are any changes I'll call and let you know.
- Ms Wilkinson** By the way, it would be best to ring me on my mobile if you need to contact me urgently, rather than the shop phone number. Do you have the number?
- Telephonist** Yes, I can see that here in our files.

Part 2

1 13 D 14 H 15 A 16 E 17 F

Audio script

Announcer Part Two – Section One

You will hear five short recordings. Five people are talking about a satisfying moment.

For each recording, decide what each speaker is talking about.

Write one letter (A-H) next to the number of the recording.

Do not use any letter more than once.

You will hear the five recordings twice.

- 1 When I got this job, I was quite worried about all the objectives and goals that we were given for each month, quarter and year. It seemed that it would be impossible to keep track of them all, let alone actually achieve them. But I managed to meet my first target without too many problems and it was a really satisfying feeling.
- 2 During the credit crunch, it was quite a difficult thing to achieve but we realised that if we wanted to continue we had to get new business from somewhere outside our country. It wasn't easy to convince our first European client to come on board but, after a lot of negotiations and discussions, we finally convinced them and we've successfully been doing business together ever since.
- 3 I couldn't believe it when they told me. I'd applied for a position in a different department a few weeks' earlier but they didn't give me the job. I was really disappointed. Then last week, my manager called me into his office and told me he had been appointed Director and I was going to have his job. So a move up the career ladder after all!
- 4 I was just so pleased when it went so well. Everyone seemed happy and very interested and I had a lot of positive feedback during the question and answer session at the end. It made all my hard work worthwhile – the planning, making the slides, practising in front of the mirror – and I wasn't actually as nervous as I thought I'd be standing up to speak in front of all those people.
- 5 Many people in this sector concentrate on winning awards and being nominated as the best this or that, and they forget about how important the bottom line is. I know I'm a workaholic but I

get much more satisfaction from working all hours and seeing my company turnover and profits go up every year than I do from seeing my face in the press for having won an award.

2 18 B 19 G 20 E 21 F 22 D

Part 3

23 C 24 A 25 B 26 B 27 C 28 A 29 C 30 B

Audio script

Announcer Part Three

You will hear a radio interview with a spokesman from a fast food company.

For each question 23-30, mark one letter (A, B or C) for the correct answer.

You will hear the recording twice.

Interviewer Tonight we're talking about whether multinationals can be ethical. I know that many of our listeners think that the words multinational and ethics don't go together so I'm sure we're in for an interesting live debate on tonight's show. Our first guest is Mr Evans, a spokesman for the fast-food company McDonalds.

Mr Evans Good evening.

Interviewer To start off, could you tell us a bit about the history of the McDonald's company?

Mr Evans Of course. It all began with two brothers – Richard and Maurice McDonald – in California. They started out with a small restaurant in 1940, gradually increasing the number of their restaurants until Ray Kroc, who opened a franchise restaurant in 1955, bought the company from them. He developed the company to be the world's largest food service retailing chain.

Interviewer Right. How does McDonalds treat its employees and suppliers?

Mr Evans Well, first of all I'd like to say that we were named one of the world's most ethical companies by *Ethisphere*. This honour recognises a select group of companies that are at the top of their industries for ethical leadership.

Interviewer But wasn't that several years ago?

Mr Evans Yes, that's true, but we have continued with and improved all aspects of our ethical leadership since then. Our ethic is to treat our franchise operators and suppliers with respect, fairness and honesty. We have fair employment practices and provide a safe, healthful and productive work environment for our employees. We also make every effort to ensure that all our suppliers are committed to doing business in a responsible and ethical manner.

Interviewer And what about the company's tradition of community projects?

Mr Evans Yes, this is one of our great strengths. Our company, employees and operators donate millions of dollars and countless hours to charitable organisations around the world, particularly those that address the needs of children.

Interviewer Now, looking at some recent news reports regarding your suppliers in...