

LANGUAGE ELEMENTS

I. Complete the text using the words from the list. There are twice as many words as you need.

THE FOUNDER OF IBM

Thomas Watson Senior began his business career as a sewing machine (1) and later, when he became President of IBM, he used his sales techniques to promote the company's name. There were IBM anthems, IBM songbooks, IBM regulation clothes, and the company motto: 'Think'.

When Watson joined IBM in 1914, the company was almost broke. Under his (2), it grew beyond all expectations, and (3) a leading position in the information-processing industry.

Watson believed that the way to win a man's loyalty is to build up his self-respect. Until the 1950s, IBM never sold machines. They just rented them to customers. Watson insisted on this (4), and it helped the company to survive the Depression of the 1930s. He had a strong personality and made all the (5) decisions himself. As many as forty top people reported to him (6). The only (7) he gave to his managers was: "Be careful with people, don't swear, and wear a white shirt."

<i>minor</i>	<i>salesman</i>	<i>personally</i>	<i>founded</i>	<i>overheads</i>	<i>priority</i>	<i>established</i>
<i>advice</i>	<i>leadership</i>	<i>politics</i>	<i>major</i>	<i>personal</i>	<i>advise</i>	<i>policy</i>

II. Use the words in brackets to form words that fit in the sentences. Use one word in each case.

1. If you wish to confirm your in the conference, please call me.
[ATTEND]
2. It is predicted that there will be a wider of job offers next year.
[CHOOSE]
3. She is still a student so she wants a job with working hours.
[FLEXIBILITY]
4. All the were looking for a job with good promotion prospects.
[APPLY]
5. Coca-Cola is one of the most products in the world.
[RECOGNISE]
6. With fierce from her ambitious agent, she started a career as a professional model.
[COURAGE]
7. That's the most task I've ever dealt with in my life.
[CHALLENGE]
8. Any sales representative will tell you that to sell your product, you have to know it inside out.
[EFFECT]

III. Supply the correct forms of the words in brackets.

1. It was at the airport when he realised that he (leave) his passport at home.
2. He made me (pay) the bribe.
3. Our President said he (hope) that a period of growth would replace the years of recession.
4. My sister (be) interested in advertising ever since she was a teenager.
5. This company (take over) by ours next year.
6. Mr Brown is (little) responsible boss I've ever met.
7. Companies (not/spend) so much on advertising if it didn't work.
8. She refused (sign) the contract last week.
9. They should (not/be) so aggressive during their last negotiations in London.
10. He is used (check) his e-mail box every morning.

SET 2

LANGUAGE ELEMENTS

I. Complete the text using the words from the list. There are twice as many words as you need.

DEVELOPING COUNTRIES

Although too many people in the West do still live in (1), on the whole, Westerners are much (2) than those who live in developing countries. Things that are essential to our everyday lives, and which we take for granted, such as electricity, are (3) for millions of people around the world. Is this situation acceptable or should the West be giving more (4) to developing countries?

Some (5) and economists believe that a number of Western financial (6) would be in everyone's interest. As those countries get richer, they will become valuable trading partners for the West. Yet, there is an enormous amount of work to be (7) before people in developing countries can enjoy the kind of lives that most citizens lead in the West.

<i>politics</i>	<i>investments</i>	<i>luxurious</i>	<i>poverty</i>	<i>politicians</i>	<i>wealthy</i>	<i>application</i>
<i>made</i>	<i>wealthier</i>	<i>assistance</i>	<i>commerce</i>	<i>feedback</i>	<i>government</i>	<i>done</i>

II. Use the words in brackets to form words that fit in the sentences. Use one word in each case.

1. I lack, so I need some support from my boss and colleagues.
[CONFIDENT]

2. This computer game was designed for clients.
[ADVENTURE]

3. The majority of factory workers were claiming compensation for unfair
[DISMISS]

4. He didn't give me any for his strange behaviour at the last conference.
[EXPLAIN]

5. The question: "What are your and weaknesses?" – will come up in all job interviews.
[STRONG]

6. In order to support her family, she has been working full-time for five years.
[EMPLOY]

7. There is going to be an charge for delivery.
[ADD]

8. She has been taken on as a part-time consultant for the London agency.
[RECRUIT]

III. Supply the correct forms of the words in brackets.

1. The board of our company should stop (waste) so much money on unnecessary trips abroad.
2. What (you/do) to my desk?! I can't find anything in this mess.
3. In the past our company used (invest) overseas a lot.
4. We wouldn't have made any profit if we (accept) the deal on their terms.
5. She'll give us a call as soon as she (reach) the headquarters.
6. We (should/sell) the company's shares before their value decreased significantly.
7. The Prime Minister confirmed that the prices (cut) soon.
8. Who (lead) the conference tomorrow?
9. He always (interfere), doesn't he?
10. They finally agreed (allocate) all their inherited money.

SET 3

LANGUAGE ELEMENTS

I. Complete the text using the words from the list. There are twice as many words as you need.

JOB FAIRS

Although a certain percentage of (1) will still be unemployed six months after leaving university, the majority will have found employment by then, as a result of visiting a job fair.

Job fairs are (2) at many universities each year. Companies come along to (3) jobs, the career structures and benefit packages that go with them. Job fairs are an effective way for undergraduates to find out what kind of job they might be interested in.

If you go to a job fair, dress (4). Don't wear jeans and a T-shirt. Wear a suit! You don't want to look (5) when you have your first meeting with your potential (6). If you are interested in a job on offer, you may have to fill in an (7) form, so it is helpful to take along some relevant information with you such as a CV as well as all your certificates.

<i>held recruitment irresponsibly advertise application professionally employer organise irresponsible applicant announce unprofessionally graduates provisional</i>
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II. Use the words in brackets to form words that fit in the sentences. Use one word in each case.

1. I hope that this investment will prove to be highly
[PROFIT]

2. Staff should be carried out by the management every year.
[ASSESS]

3. Each from work has to be excused, otherwise you will be dismissed.
[ABSENT]

4. Inexperienced staff contributed to the total of our business plan.
[FAIL]

5. What are your regarding your professional career?
[EXPECT]

6. Customers will buy our new product only when the price is enough.
[COURAGE]

7./8. A few were made, so that overall
of our company is much better now.
[IMPROVE] [PERFORM]

III. Supply the correct forms of the words in brackets.

1. He (finish) his report by the time his boss returned.
2. I will lay you off if you (be) late to work again!
3. I wonder how you managed (persuade) the bank manager to give you such a big loan.
4. She (work) for me ever since she completed her education.
5. She asked me if I (want) to go with her to the conference.
6. My fax machine (repair) now.
7. I (give) you a call when the plane lands.
8. My assistant apologised (not/bring) the documents I needed.
9. I (should/behave) better at the last meeting.
10. The shareholders met yesterday and decided what (far) action to take in order to solve the problem.

SET 4

LANGUAGE ELEMENTS

I. Complete the text using the words from the list. There are twice as many words as you need.

LACK OF FAITH IN POLITICIANS

A recent (1), which was (2) over a period of three months, has shown an increase in distrust for politicians. They have always been (3) as untrustworthy, but now politicians are below estate agents and even lawyers in the public estimations.

A (4) of the people who were questioned associate politicians with an inability to tell the (5). They believe they are responsible for most of the country's problems, have had a negative effect on the country's image (6), cause more problems than they solve and never (7) for making mistakes. Politicians more often give the impression of being arrogant and lazy, becoming active at election time only.

<i>admit</i>	<i>found out</i>	<i>minority</i>	<i>true</i>	<i>survey</i>	<i>agenda</i>	<i>regarded</i>
<i>truth</i>	<i>apologise</i>	<i>respected</i>	<i>aboard</i>	<i>majority</i>	<i>carried out</i>	<i>abroad</i>

II. Use the words in brackets to form words that fit in the sentences. Use one word in each case.

1. Can I be of any to you at the conference?
[ASSIST]

2. Our board is there to ensure that all shareholders achieve the best return on their
[INVEST]

3. Each candidate should know what is involved in the process.
[APPLY]

4. Advertising is a highly industry.
[COMPETE]

5. There was no reasonable for her decision.
[EXPLAIN]

6. When you are a receptionist or secretary, a nice outer is essential.
[APPEAR]

7. He in completing the project yesterday.
[SUCCESS]

8. I'd like a job that would be It doesn't really have to bring me a lot of money.
[REWARD]

III. Supply the correct forms of the words in brackets.

1. Last Friday we (tell) by the manager that there would be no pay rise.
2. It's the first time I (attend) such difficult negotiations.
3. If I (know) about the problem earlier, I would have reacted quicker.
4. I don't mind your (use) my laptop when I'm away.
5. We (talk) about his poor performance when he came into the room.
6. We should (not/break) off diplomatic relations with this country. It was a great mistake.
7. They made me (resign) from that position.
8. He can't be sure until he (check) it tomorrow.
9. I am used (get) up at 5 a.m. every morning.
10. "What (you/do) tonight? Shall we go out instead of working?"

SET 5

LANGUAGE ELEMENTS

I. Complete the text using the words from the list. There are twice as many words as you need.

THE PROS AND CONS OF TECHNOLOGY

Technology is making a reality of what only yesterday was but a dream. It (1) benefits for vast numbers of people. One may call it a blessing on (2) that it does not threaten man's interests. We have to use it carefully because the same inventions which save human life and (3) the world can also be used to produce dangerous weapons or chemicals which may threaten our planet. Another problem that "the machine age" has brought us is pollution and waste (4). The development of nuclear power, pesticides and the plastics industry have introduced serious hazards into the environment. Our planet may be impossible to (5) soon.

Moreover, we are helped by so many machines that we have become lazy and have adopted an unhealthy way of life. Cars take us everywhere quickly and easily but at the same time (6) the atmosphere and clutter up the cities which are not able to accommodate them all. On the other hand, having (7) to a computer and a telephone link, some people do not even have to leave their homes to do their daily work and to communicate with the world outside, which in turn may lead to isolation and frustration.

<i>habitat</i>	<i>pollute</i>	<i>assess</i>	<i>provides</i>	<i>suburb</i>	<i>condition</i>	<i>renewal</i>
<i>improve</i>	<i>prove</i>	<i>disposal</i>	<i>inhabit</i>	<i>appeal</i>	<i>access</i>	<i>involves</i>

II. Use the words in brackets to form words that fit in the sentences. Use one word in each case.

1. for disciplinary reasons is something that executives use as a last resort.
[DISMISS]

2. You should be creative and if you want to set up your own business.
[RESOURCE]

3. Great of the entire team resulted in gaining a new client.
[COMMIT]

4. Bosses should recognise that valuable are rare on the market and should be really appreciated.
[EMPLOY]

5. Could you 'bear market' to me? I don't understand this term.
[DEFINITION]

6. Most of our new and workers need some assistance from their older colleagues.
[EXPERIENCE]

7./8. Writing a proper letter is as important as your good at the job interview.
[COVER] [PERFORM]

III. Supply the correct forms of the words in brackets.

1. She wanted to know if I (sign) the contract the day before.
2. We avoid (spend) a lot on advertising in order to cut costs.
3. Their product won't be launched till he (do) a final check.
4. While I (write) the report, my boss came in and asked for it.
5. I told the manager that it was the (bad) hotel I had ever stayed at.
6. He (should/make) more of an effort with that deal. It was a complete failure.
7. Our boss rarely lets us (take) any days off.
8. If I knew how to solve the problem, I (not/need to) employ a consultant.
9. All sectors of industry (show) rises in output recently.
10. The new investment plan, which (announce) yesterday, will take 5 years to complete.