The Business World

Unit 1: An Introduction

Revised Edition 1999

Education Department
Hong Kong

Student's File BW 1.1.

Look at these sentences which tell the story of a man and his business.

Reorder the sentences and then write them out to make a paragraph using *so, and, because, who* to link the ideas.

he had cheated the public

a man saved $10,000

he bought 250,000 recycled plastic bottles

the bottles of water were not sealed properly

decided to test the water

they prosecuted him

he decided to invest it in a bottled water business

filled them with tap water

they found that the water was not pure mineral water

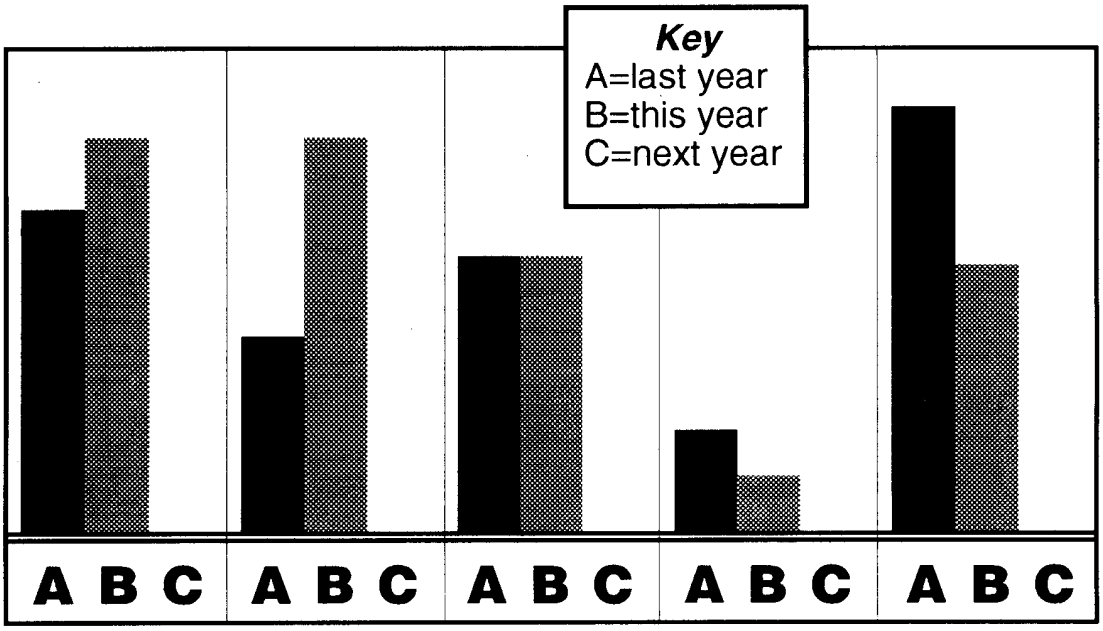
people complained to the Consumer Council

he was fined $10,000

Student's File BW 1.2.

Look at the following graphs and then read the texts. Match the names of the companies with the profit figures for that company. Write the names under the graphs.

These companies all make fax machines:



_____ _____ _____ _____ _____

It has been a good year for FASTFAX. Sales fell slightly in the first quarter but then rose throughout the year. The end of year position shows a healthy profit.

FIRSTFAX made a successful entry into the market last year but they have been unable to maintain progress. Sales remained stable but have now fallen sharply. Overall profit is down by 50%.

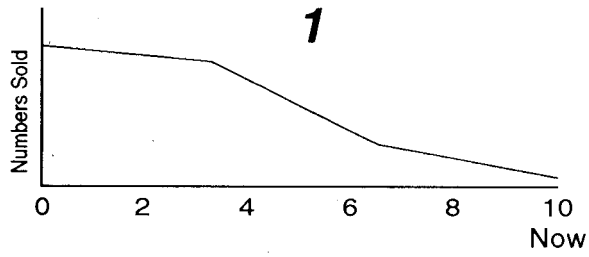
It has been business as usual for MULTIFAX which launched a new model at the beginning of the year. The MX 791 model was expected to boost sales considerably but this did not happen. However, profits were maintained at the same level as last year.

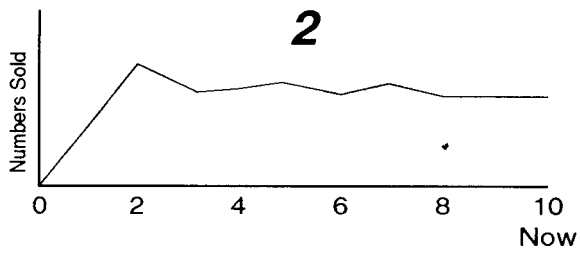
New management structure created a difficult time for JENSEN AND FITCH with production problems delaying the introduction of a new model. Profits have fallen from last year's high but the company expects a better result next year.

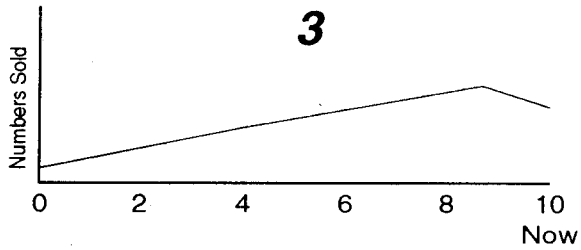
The mini-plug-in-anywhere fax introduced by FIXITFAX has been a contributing factor to the firm's steady growth. The small but reliable fax has been popular with the public and the sales figures reflect good results. Profits are up on last year.

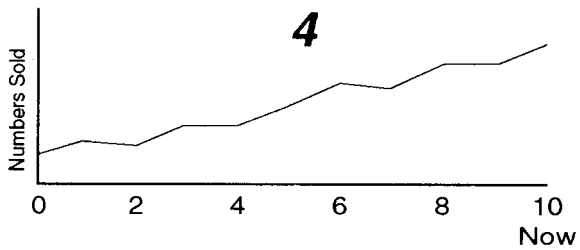
Student's File BW 1.3.

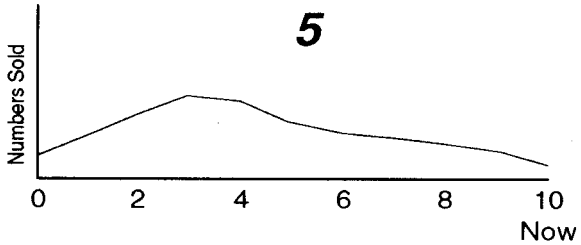
CD Sales Graph

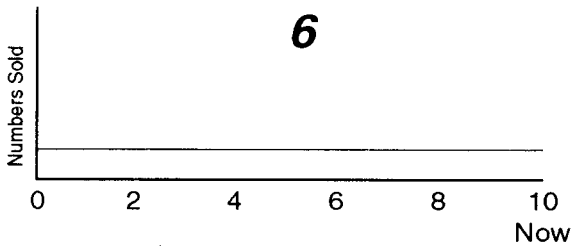


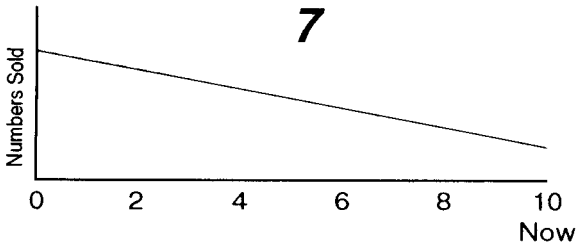


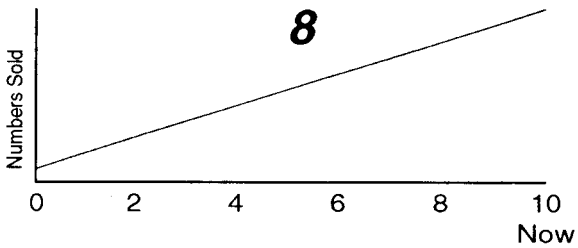


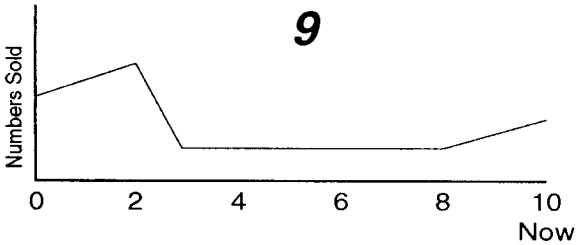


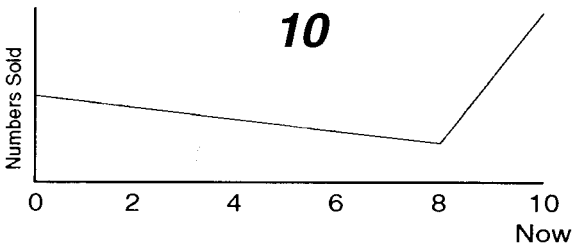


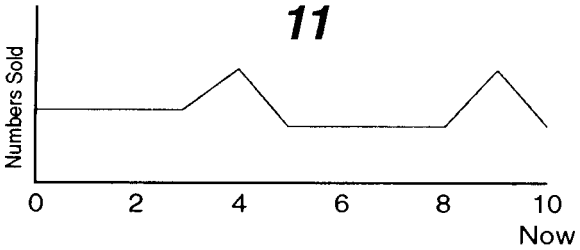


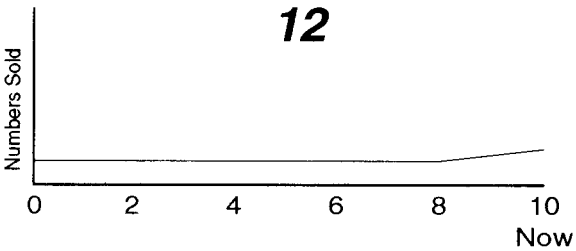












Student's File BW 1.5.

Time is money.

Is it possible to change the money word in these sentences to a time word? Is the sentence still correct?

1. I spent $2,000 in China.

_____

2. I wasted a lot of money on the course.

_____

3. We invested a lot of money in research.

_____

4. My grandfather gave me $100.

_____

5. We won money on that project.

_____

6. If we get a computer, we'll save a lot of money.

_____

7. The shop gave me a discount.

_____

8. I ran out of cash in Macau.

_____

9. He didn't have enough money, so he couldn't buy you a present.

_____

10. I found $10 on the bus.

_____

Student's File BW 1.6.

Fill in the chart. Add any extra countries you know.

Country	**Nationality (adjective)**	**Currency**
France	_____	_____
Germany	_____	_____
China	_____	_____
Australia	_____	_____
America	_____	_____
Italy	_____	_____
Spain	_____	_____
England	_____	_____
Indonesia	_____	_____
Thailand	_____	_____
Japan	_____	_____
_____	_____	_____
_____	_____	_____

Pronunciation Spot

Listen and repeat.

Student's File BW 1.7.

Listening:

The Financial News

Fill in the gaps as you listen.

It was announced today that Dawoo _____ were _____ again and that _____ sales of middle price cars _____ _____in the last _____of the year.

Another airline has declared a _____ in its profits because of the _____ in passengers using routes between Hong Kong and South Korea. Mikorea Airlines sales _____ after the cancellation of special fares.

Enetmap, a keyboard company, said that its profits_____ 35%,_____ by a recent sharp _____ in sales. Overall, there has been _____ growth throughout the year. Business is expected to remain _____.

Student's File BW 1.8.

Time to Think.

A. You have been working with some vocabulary items from the Business World. Write down SIX words that you want to remember and use again.

1. _____ 4. _____

2. _____ 5. _____

3. _____ 6. _____

B. In the activity "Grammar Auction", you had to decide whether a sentence was correct or not, and buy the correct ones. Do you enjoy this way of proof-reading or correcting mistakes? Write two or three sentences about how you feel about this activity to remind youself in future.

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

Student's File BW 1.8. (cont...)

C. Did the texts in the Graph and Text-matching help you to understand the graphs or did the graphs help you to understand the written texts? Which one did you find easiest to understand?

Were you surprised at how many different tenses were used in the written texts?

D. In this unit you have read for information and listened for information. These are important parts of the skills of reading and listening. It is not always important to understand every word when you read or listen. You can still get the message. For example, look at this short note-form paragraph. What is it about?

Buy/parking lot/get/car. Latest promotional gimmick/boost sales/100 parking spaces/residential complex/First 100 buyers/choice of car/worth 99,000/gift