

EXERCISES

A) Matching (English → Spanish)

Match the words in English with their Spanish equivalents.

1. Deadline
2. Branding
3. Risk management
4. Live chat

- a) Chat en vivo
- b) Fecha límite
- c) Identidad de marca
- d) Gestión de riesgos

B) Fill in the Blank

Complete the sentences with the correct glossary term.

1. The project _____ (Alcance / Scope) defines the boundaries of what will be delivered.
2. A good _____ (Campaña / Campaign) helps promote a new product.
3. The HR team is responsible for _____ (Reclutamiento / Recruitment).
4. Customers often use _____ (Chat en vivo / Live chat) to get fast support.

C) Translation Practice

Translate into Spanish:

1. The sales executive reached the monthly quota.
2. The software engineer participated in a code review.
3. The HR coordinator ensured compliance with labor laws.

Translate into English:

4. El gerente de marketing analizó las tendencias del mercado.
5. El especialista de soporte al cliente realizó un seguimiento con el cliente.

D) Short Answer / Reflection

1. Why is customer satisfaction important for a company's success?
2. How does risk management help a project manager?
3. Give an example of a digital channel you use daily.

Answer Key

A) Matching

- 1 → b) Fecha límite
- 2 → c) Identidad de marca
- 3 → d) Gestión de riesgos
- 4 → a) Chat en vivo

B) Fill in the Blank

1. Scope (Alcance)
2. Campaign (Campaña)
3. Recruitment (Reclutamiento)
4. Live chat (Chat en vivo)

C) Translation Practice

Into Spanish:

1. El ejecutivo de ventas alcanzó la cuota mensual.
2. El ingeniero de software participó en una revisión de código.
3. El coordinador de RRHH garantizó el cumplimiento de las leyes laborales.

Into English:

4. The marketing manager analyzed market trends.
5. The customer support specialist followed up with the client.

D) Short Answer / Reflection

Answers will vary. Encourage learners to reflect and give personal examples.