

LANGUAGE
REVIEW

A

Complete the sentences with the verbs from the box. Use each verb twice. Put each verb into the correct form and the correct tense – present simple or present continuous.

invest	sell	take	target	work
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- Breitling and Cartier *sell* luxury watches around the world.
- It only our laboratory half an hour to test all the ingredients.
- Which market segment they usually ?
- Oh no! My printer properly. I'll ask Leila to run off a copy of the report for you.
- you more money in marketing this year?
- Their advertising agency never at weekends.
- Do you think we a big risk if we postpone the launch of our new model?
- Unfortunately, our range of soft drinks well at the moment.
- This time, we our advertising campaign on the young.
- Our company a lot in R&D. That's why we develop fewer new products than our competitors.

B

Complete this text with the correct form, present simple or present continuous, of the verbs given. Then check your answers.

Ralf Hinze *works*¹ in the R&D department of the Antwerp-based company Merlin Foods Ltd, where he² a team of five responsible for all organic products under the brand name *Sunnyvale*. They³ about three new products each year.

This week, however, Ralf is not in his office. He⁴ in the lab. He⁵ the testing of an innovative range of soups and dressings, and⁶ a report.

He⁷ his job and is proud of his company. Indeed, Merlin Foods⁸ rapidly. It⁹ subsidiaries in France and Germany and¹⁰ Kilkenny Dairies (Ireland). Sales and earnings for the company¹¹ far beyond expectations. The Sunnyvale brand in particular¹² hugely popular throughout Europe.

work
manage
develop
work
supervise
write
enjoy
expand / have
own
increase
become

C

Study the information in Exercise B. Then write questions for these answers.

- Where does Ralf Hinze work?*
In the R&D department at Merlin Foods Ltd.
-
About three each year.
-
In the laboratory.
-
He's supervising the testing of some new products.
-
No, he isn't. He's writing a report.
-
In France and Germany.
-
Yes, indeed. Far beyond expectations!

LANGUAGE +

D

Tick the ten verbs which are not *normally* found in continuous forms. The first one has been done for you.

- | | | | |
|-----------|-------------------------------------|-------------|--------------------------|
| 1 agree | <input checked="" type="checkbox"/> | 8 prefer | <input type="checkbox"/> |
| 2 believe | <input type="checkbox"/> | 9 realise | <input type="checkbox"/> |
| 3 belong | <input type="checkbox"/> | 10 research | <input type="checkbox"/> |
| 4 compare | <input type="checkbox"/> | 11 seem | <input type="checkbox"/> |
| 5 consist | <input type="checkbox"/> | 12 stretch | <input type="checkbox"/> |
| 6 contain | <input type="checkbox"/> | 13 suppose | <input type="checkbox"/> |
| 7 depend | <input type="checkbox"/> | 14 surprise | <input type="checkbox"/> |

E

Choose verbs from Exercise D to complete the sentences. Put them into the correct form of the present simple.

- It *seems* that our new range of equipment is becoming more and more popular.
- he to our proposal?
- Dreher has developed a new brand of beer that any alcohol.
- We may or we may not expand into China. It on the success of our products there.
- Our new range of toiletries essentially of environment-friendly deodorant sprays.
- all the respondents to the same market segment?

WRITING

A

Read the passage below about brands and passion.

In most of the lines 1–13 there is **one extra word** which does not fit. Some lines, however, are correct.

If a line is **correct**, put a tick (✓) in the space provided.

If there is an **extra word** in the line, write that word in the space.

Companies must try either to make products that a few people love or products that many people quite like. An attempt to do both will not produce obstacles and conflicts. Two things that lie behind the craze for emotional involvement. The first is overcapacity: if there are too many products in every market segment, and this means it is hard to get attention for anything ordinary. Marketing consultants argue that it is not enough for companies to make up their consumer goods just a little better. Instead of, they should make only remarkable things that will make consumers take notice. The second factor is the increased ability of consumers to communicate their views about products, either good or bad. According to some experts, the Internet has increased by a factor of 10 the number of people and that one consumer can influence. Sometimes, companies take an advantage of this by using buzz marketing: they create a group of people who will generate enthusiasm for their products, for example by talking about them in our chat rooms.

- | | |
|----|-----------|
| 1 | ✓ |
| 2 | not |
| 3 | |
| 4 | |
| 5 | |
| 6 | |
| 7 | |
| 8 | |
| 9 | |
| 10 | |
| 11 | |
| 12 | |
| 13 | |