

# SPRINGBOARD ENGLISH 4 UNIT 5

## ANSWER

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#### Springboard English 4 Unit 5: Answer Key

##### Paragraph 1:

1. **Question:** What is the main idea of "The Loneliness of the Long Distance Runner"? **Answer:** The transformative power of running and the importance of personal growth.
2. **Question:** How does Smith's writing style contribute to the story's impact? **Answer:** His use of short sentences and simple language creates a sense of urgency and immediacy.

##### Paragraph 2:

3. **Question:** What are the symbolic meanings of the prison and the track in "The Loneliness of the Long Distance Runner"? **Answer:** The prison represents confinement and oppression, while the track symbolizes freedom and individuality.
4. **Question:** How does Smith portray the relationship between Smith and Montgomery? **Answer:** As a complex and contentious one, marked by both respect and resentment.

### Paragraph 3:

5. **Question:** What is the "winning" that Smith ultimately achieves? **Answer:** Freedom from the prison of his circumstances, both physical and metaphorical.
6. **Question:** How does the story's ending leave the reader feeling? **Answer:** Ambiguous, with a sense of both hope and uncertainty about Smith's future.

### Paragraph 4:

7. **Question:** What is the purpose of the "preliminary analytical discussion" in "The Natural"? **Answer:** To provide context and background information on the story.
8. **Question:** What is the significance of the baseball bat in "The Natural"? **Answer:** It is a symbol of Roy's connection to nature and his innate talent.

### Paragraph 5:

9. **Question:** How does Malamud's writing style in "The Natural" differ from Smith's in "The Loneliness of the Long Distance Runner"? **Answer:** Malamud uses a more lyrical and evocative style, focusing on imagery and description.
10. **Question:** What is the underlying theme of "The Natural"? **Answer:** The power of dreams and the need for perseverance in the face of adversity.

## Wilkerson Company Case Study Solution

### Case Questions and Answers

1. What are the key issues facing Wilkerson Company and why?

- Declining sales and market share due to increased competition and outdated products.
- High production costs due to inefficient processes and outdated equipment.
- Low employee morale and lack of innovation.

## **2. What are the company's strengths and weaknesses?**

- Strengths: Strong brand recognition, long-standing customer relationships, skilled workforce.
- Weaknesses: Outdated products, inefficient processes, lack of innovation, low employee morale.

## **3. What are the opportunities and threats facing the company?**

- Opportunities: Growing demand for customized products, potential for new markets.
- Threats: Increased competition, rising costs, changing consumer preferences.

## **4. What are the key recommendations for improving the company's performance?**

- Implement a comprehensive product innovation strategy.
- Optimize production processes and upgrade equipment.
- Improve employee engagement and foster innovation.
- Conduct market research to identify growth opportunities and address customer needs.
- Explore mergers or acquisitions to strengthen the company's position in the market.

## **5. What are the expected benefits of implementing these recommendations?**

- Increased sales and market share.
- Reduced production costs and improved efficiency.

- Boosted employee morale and enhanced innovation.
- Stronger competitive position and increased profitability.
- Long-term sustainability and growth potential.

### **World Wonders 3 Grammar Workbook**

**1. Question:** What is the purpose of the World Wonders 3 Grammar Workbook?

**Answer:** To provide grammar practice and reinforcement for students studying English as a second or foreign language.

**2. Question:** What types of grammar exercises does the workbook include?

**Answer:** The workbook covers a variety of grammar concepts, including parts of speech, verb tenses, modal verbs, conditionals, reported speech, and more.

**3. Question:** What is the difficulty level of the workbook? **Answer:** The workbook is suitable for intermediate to upper-intermediate level learners. It provides exercises that challenge students and help them improve their accuracy and fluency.

**4. Question:** How is the workbook structured? **Answer:** The workbook is divided into units, each focusing on a specific grammar concept. Each unit includes practice exercises, explanations, and review sections to reinforce understanding.

**5. Question:** Where can I purchase or download the World Wonders 3 Grammar Workbook? **Answer:** The workbook can be purchased from various online booksellers, such as Amazon, Barnes & Noble, or the publisher's website. It is also available as a digital download for use on computers or mobile devices.

### **The Emperors of Chocolate: Inside the Secret World of Hershey and Mars**

For over a century, Hershey and Mars have been the undisputed giants of the chocolate industry. Their iconic brands, such as Hershey's Kisses and M&M's, have become synonymous with indulgence and joy. But behind the sweet facades, lies a fiercely competitive and secretive world.

#### **1. How Did Hershey and Mars Rise to Dominance?**

The founders of both companies, Milton Hershey and Frank Mars, shared a vision to make chocolate accessible and affordable to the masses. Hershey revolutionized

chocolate production by automating the process, while Mars introduced innovative products like the Mars Bar. Their relentless innovation and strategic marketing campaigns propelled them to become market leaders.

## **2. What's the Secret Ingredient to Their Success?**

One of the key factors contributing to Hershey and Mars' enduring success is their unwavering commitment to quality. They source the finest cocoa beans and employ rigorous production standards to ensure the highest taste and consistency. Additionally, they invest heavily in research and development to create new and exciting products that meet evolving consumer preferences.

## **3. How Do They Handle Competition?**

Despite their dominant market positions, Hershey and Mars face stiff competition from both domestic and international players. To stay ahead, they constantly monitor market trends, adjust production strategies, and engage in strategic partnerships. They also invest heavily in brand building and marketing campaigns to maintain their market share.

## **4. What's the Future of the Chocolate Industry?**

The global chocolate market is expected to continue growing in the coming years, driven by increasing demand from emerging markets. Hershey and Mars are well-positioned to capitalize on this growth through their established brands, global distribution networks, and ongoing innovation. They are also exploring new markets and segments, such as healthier and premium chocolate options.

## **5. What's the Secret to Their Longevity?**

Hershey and Mars have managed to maintain their dominance for over a century by embracing change, adapting to market trends, and investing in the future. They have a deep understanding of consumer preferences and a relentless commitment to quality. By staying true to their core values and continuing to innovate, they are likely to remain the emperors of chocolate for many years to come.

[wilkerson company case study solution](#), [world wonders 3 grammar workbook](#), [the emperors of chocolate inside the secret world of hershey and mars](#)

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