

3rd Edition

Intermediate

# MARKET LEADER

Business English Practice File

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VOCABULARY

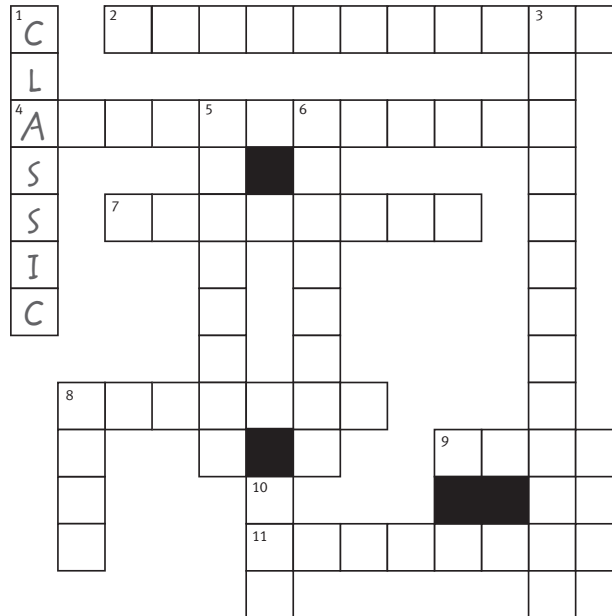
**A** Use the clues to complete the crossword puzzle.

**Across**

- 2 Something that is ..... does not cost a lot to buy or use. (11)
- 4 An ..... brand is one that people think will give them a higher position in society. (12)
- 7 A ..... product has no defects. (4-4)
- 8 A ..... product is attractive and fashionable. (7)
- 9 If you say that something is a ..... product, you think it is very good. (4)
- 11 ..... goods are expensive and intended to appeal to people in a high social class. (8)

**Down**

- 1 A ..... *classic* ..... product is one that has been popular for a very long time. (7)
- 3 If a product is ....., it is worth the price you pay for it. (5, 3, 5)
- 5 If something is ....., you can trust it or depend on it. (8)
- 6 A ..... brand is not affected by changes in fashion. (8)
- 8 A ..... product is fashionable and exciting. (4)
- 10 If you say that something is ....., you think it is enjoyable. (3)



**B** Complete the word partnerships with *brand*, *product* or *market*.

- 1 ..... *brand* ..... loyalty
- 2 ..... challenger
- 3 ..... endorsement
- 4 ..... stretching
- 5 ..... lifecycle
- 6 ..... share

**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
--------	------	------	--------	------

- 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.

*work* Ralf Hinze .....<sup>1</sup> in the R&D department of the Antwerp-based company Merlin Foods Ltd, where he .....<sup>2</sup> a team of five responsible for all organic products under the brand name *Sunnyvale*. They .....<sup>3</sup> about three new products each year.

*manage* This week, however, Ralf is not in his office. He .....<sup>4</sup> in the lab. He .....<sup>5</sup> the testing of an innovative range of soups and dressings, and

*develop* .....<sup>6</sup> a report.

*work* He .....<sup>7</sup> his job and is proud of his company. Indeed, Merlin Foods

*supervise* .....<sup>8</sup> rapidly. It .....<sup>9</sup> subsidiaries in France and Germany

*write* and .....<sup>10</sup> Kilkenny Dairies (Ireland). Sales and earnings for the company

*enjoy* .....<sup>11</sup> far beyond expectations. The Sunnyvale brand in particular

*expand / have* .....<sup>12</sup> hugely popular throughout Europe.

*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.

- ..... ✓ .....
- ..... *not* .....
- .....
- .....
- .....
- .....
- .....
- .....
- .....
- .....
- .....
- .....
- .....

**B** Stan Wouters, Sunnyvale Brand Manager at Merlin Foods Ltd, receives this e-mail from Liz Jansen, Managing Director of the company. Read the message, then write Stan's reply using his notes below.

**From:** Liz Jansen  
**To:** Stan Wouters  
**Subject:** Sunnyvale range

Hi Stan,

Sales of our range of soups under the Sunnyvale label are increasing month after month in France but are unfortunately falling rapidly in Germany, both in the North and the South.

Jan Kluis, our sales representative in that region, informs me that German customers find our products expensive – when they can find them at all!

I'd be grateful if you could look into the matter and let me have your recommendations as soon as you can.

Many thanks,

Liz

### Stan's notes

The largest supermarket chain sells its own brand of soups at a much lower price  
 + don't display our products properly  
 Our packaging very similar to current market leader in Germany  
 Competitors offer frequent discounts  
 + visit supermarkets very often

Recommendations:

Jan doing a great job but why alone?  
 Redesign packaging / highlight brand's qualities (natural ingredients)  
 Offer managers incentives for them to put our products on top shelves  
 Discounts / special promotions / etc.