

Progress test 2 (Units 4–6)

LISTENING

Listen to radio host Sandra Hebbert interviewing designer Philippe Boisseau. Choose the best answer – a, b or c – to the questions.

Track 4

- 1 What sort of product does Philippe design?
 - a) stands for trade shows
 - b) cars
 - c) furniture
- 2 What does Sandra ask about?
 - a) Philippe's ideas
 - b) The materials Philippe uses
 - c) Stress in Philippe's job
- 3 What does Philippe say about some furniture designers?
 - a) They paint their furniture.
 - b) They are like artists.
 - c) They are not good businesspeople.
- 4 How does Philippe see himself?
 - a) As a salesperson
 - b) As an artist
 - c) As a businessperson
- 5 What sort of product does Philippe create?
 - a) Comfortable but very expensive
 - b) Mainly beautiful, like a painting or sculpture
 - c) Useful and not too expensive
- 6 How does Philippe get ideas for his product designs?
 - a) He does market research.
 - b) He has ideas and then tries to sell them.
 - c) He hires a team of top designers.
- 7 What does Philippe discover when he talks to people?
 - a) His competitors' secrets
 - b) Gaps in the market
 - c) People's favourite furniture stores

- 8 What did Philippe do two years ago?
- a) He extended his product range.
 - b) He raised his status.
 - c) He entered the furniture market for the first time.
- 9 What need did Philippe discover?
- a) People wanted more storage space.
 - b) People wanted more comfortable furniture.
 - c) People wanted desks for the living room.
- 10 Whose products did Philippe and his team look at closely?
- a) their competitors'
 - b) their own
 - c) their clients'
- 11 What does Philippe say about his sofa with drawers?
- a) It wasn't popular.
 - b) It was wasteful.
 - c) It was a breakthrough.
- 12 What does Philippe say about the European Furniture Design Award?
- a) He hopes to win one.
 - b) He won one.
 - c) He didn't win one.

VOCABULARY

A Complete the text with words from the box.

balance	deadline	environment	life	lifestyle	need	opportunity
workaholic						

I'm a freelance accountant and bookkeeper for small businesses so obviously I meet a (13)_____ that every business has. When I tell people what I do, they often say, 'Oh, I guess you love the freelance (14)_____ ! You can work whenever you choose!' I usually just smile and agree but, actually, for a freelancer, finding the right work-life (15)_____ is difficult. When a job comes along, I have to take advantage of the (16)_____ and accept the work, even if I'm already busy. If I have an important (17)_____ to meet, I often start work at 8:00 in the morning and finish at 8:00 at night. This usually happens near the end of the tax year. Fortunately, I don't work twelve hours every day all year long – I'm not a (18)_____. I have a family and a lot of interests outside of work. Overall, my quality of (19)_____ is really good. I have a small, comfortable office in my home and I really like being in control of my working (20)_____ .

B Choose the best word to complete the sentences.

- 21 I had a very heavy (work / workload) last month but this month it isn't too bad.
- 22 I don't print most e-mails because my company is trying to (reduce / raise) waste in the office.
- 23 Manufacturing companies now do more to (extend / protect) the environment than they did in the past.
- 24 For business dinners with only five or six people, I like the (cosy / medium) atmosphere of our local Japanese restaurant.
- 25 Lunch meetings need to be very quick so I always choose a restaurant that I know will have (efficient / local) service.
- 26 I never drink wine or beer at a business dinner. In fact, I always just order (alcohol-free / tap) water.
- 27 Can you recommend a hotel that has meeting rooms for hire at (reasonable / draught) prices?
- 28 We don't want to spend too much time getting to the conference venue so let's choose somewhere with a (vintage / convenient) location.

SKILLS

A Match the sentences (29–35) with the responses (a–g).

- 29 How's business?
- 30 Would you like to have dinner with us next Friday evening?
- 31 Do you mind if I take a brochure?
- 32 Liz, have you met Dmitri?
- 33 Beatta, this is Layla.
- 34 How do you feel about Duncan's suggestion?
- 35 What do you mean by a slight pay increase?
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- a) Help yourself.
- b) Pleased to meet you.
- c) I mean three to five per cent.
- d) We're having a great year.
- e) Yes, I have. Good to see you again!
- f) Thank you very much for asking but I'm afraid I can't make it then.
- g) I totally agree.

B Use the sentences (a–h) to complete the extract from a meeting.

- a) I suppose we could do that.
- b) I think we should definitely have print ads.
- c) Can we start, please?
- d) I'm afraid that's out of the question.
- e) Andres, what do you think?
- f) The main purpose of this meeting is to finalise our marketing strategy.
- g) It might be a good idea to do both.
- h) Mmm, I don't know.

Anya OK, it's ten o'clock and everyone's here. (36)_____ Welcome, marketing team, and thank you for the hard work you've put in recently. (37)_____ We usually do print ads in the national newspapers but Mona has suggested a viral video on the Internet instead. (38)_____

Andres (39)_____ Viral videos can be very effective.

Anya Lydia, what do you think?

Lydia (40)_____ We don't know whether or not a viral video will reach our market but we know that print ads do and they give us instant national publicity. (41)_____

Mona But a viral video lasts longer. And we definitely want to reach the younger end of the market.

Andres Why do we have to choose one or the other? (42)_____

Anya (43)_____

Mona Why?

Anya Because of the budget cuts.

LANGUAGE**A Complete the text with the correct form (past simple, past continuous or present perfect) of the verbs in brackets.**

I (44) _____ (be) a manager for the past ten years but I (45) _____ (not study) management at university. My degree is in history. While I (46) _____ (work) on my degree, I (47) _____ (become) interested in computer software, specifically in interactive software for teaching. So when I (48) _____ (finish) university, I (49) _____ (take) a job in IT. At that time, the company (50) _____ (develop) interactive software for teaching history to primary school students. It (51) _____ (be) the perfect job for me. I (52) _____ (work) for the same company for my entire career and I couldn't be happier with my job.

B Complete the sentences with words from the box.

after	down	forward	out	part	up
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- 53 Did you take Mr Wei _____ for a meal?
- 54 The entire team took _____ in a training day last week.
- 55 We're looking _____ to doing business with you.
- 56 I've asked Janos to look _____ the Japanese team during their stay in Singapore.
- 57 About 200 people turned _____ at my presentation. I was surprised!
- 58 Carlos turned _____ the promotion offer because he didn't want to move to Shanghai.

READING

A Read the article and decide if these statements are true or false.

- 59 According to the article, business socialising is almost always a fun, exciting part of business travel.
- 60 According to William Hanson, business entertaining is part of the job.
- 61 Hanson says that your actions affect people's opinion of your company.
- 62 Hanson says that having a good understanding of business is far more important than being able to socialise.
- 63 Hanson says that having good manners is boring.
- 64 According to the article, a business dinner may feel relaxed but you should remember that you are with colleagues, not friends.
- 65 According to the article, if your colleagues are staying up late, you should stay up late so you don't miss anything.

Business traveller: Socialising while away

By Rhymer Rigby

When travelling for business there can be a lot of pressure to socialise with colleagues and clients. How should you balance work and entertaining, when what you really want to do is fall asleep in front of a film?

You are always working

Etiquette consultant William Hanson says that when with customers, you need to remember that you are at work. 'You are an ambassador for your company,' he says. 'If you're trying to secure a contract, you'll need to socialise well, as you and your

company may well be judged by how you behave. Good manners mean you have to look interested through dull stories.'

The setting may be a little more informal but there are boundaries you shouldn't cross. Your boss is still your manager and clients are still clients.

Make your excuses

If you're with colleagues, and you want to get an early night, that's probably OK. 'Just politely excuse yourself,' says Mr Hanson.

However, he adds, bear in mind that the rest of the group will continue having fun and that you risk being 'a

little bit of an outsider the next morning'.

So find the right balance – if you always go to bed early, you will miss out. With clients, it is a little different. If it is an important contract, you probably have to do what they want to do – within reason. Obviously, you shouldn't do anything illegal.

Follow up

If a client has taken you out for a meal, it is a nice touch to handwrite a thank-you note. Few people expect this – and they will certainly remember you for it.



B Read the article again. Choose the best option to complete the sentences.

- 66 If you want to leave a social occasion early, you should _____ .
- a) be pleasant about it
 - b) get someone to leave with you
 - c) try to leave without being noticed
- 67 If you _____ go to bed early, you probably won't feel a part of the team.
- a) never
 - b) always
 - c) occasionally
- 68 When you're out with important clients, you should _____ .
- a) pay for everything
 - b) avoid talking about work
 - c) try to do what they want to do
- 69 When you're joining in with clients, you _____ break the law.
- a) shouldn't
 - b) have to
 - c) may
- 70 A handwritten thank-you note for a business meal is _____ .
- a) too old-fashioned
 - b) a good idea
 - c) usually necessary

WRITING

You work for a small organic cosmetics company. Your products are distributed through health spas and hair salons. You are planning a launch party to celebrate your newly extended range of products. Write a letter (80–100 words) to spa and salon owners inviting them to attend the opening. You can refer to an enclosed brochure giving details about the new range.

- Event: Launch party
- Date: 24 April
- Time: 7:30–10:30
- Place: Sidbury Hotel, London
- Activities: Informal meal followed by product presentation; lots of free samples
- Each person who is invited may bring one guest
- Ask them to let you know if they can make it.

Audio script

PROGRESS TEST 2

Track 4

Sandra I'm Sandra Hebbert and this is *Great Ideas*, the show. I'm talking today with Philippe Boisseau, an award-winning furniture designer from France. Hello, Philippe.

Philippe Hi, Sandra. Thanks for having me on your show.

Sandra Thanks for coming. Now, on *Great Ideas*, I always start the interview with this question: Where do your ideas come from?

Philippe That's a good question, Sandra. I think a lot of furniture designers are like artists. For those designers, designing a piece of furniture is like painting. For them, it's a piece of art. But for me, it's a business. I make things that people use every day. So I want them to be useful and comfortable and affordable.

Sandra I see. What do you mean exactly when you say it's a business for you?

Philippe Well, good business starts with the market. I don't have an idea for a piece of furniture and then try to sell it. I want to meet a need in the market so I start by talking to people. I find out about the furniture they like and why they like it. I ask them for ideas about furniture they would like to buy – things that they can't find in any furniture store.

Sandra So you look for a gap in the market and then try to fill it?

Philippe Exactly.

Sandra Can you give us an example?

Philippe Yes, I can. Two years ago, I was doing research on living room furniture. My chairs and sofas were selling well but I wanted to extend the product range. When I talked to people, I discovered that a lot of people wanted more storage space in the living room. Drawers, especially.

Sandra Drawers?

Philippe Right. But they didn't want to add a new piece of furniture – a desk or a dresser with drawers.

Sandra OK, so there's a need. More drawers in the living room. So what did you do?

- Philippe With my team, I looked closely at our products that were already selling well – chairs and sofas. We very quickly saw that the bottom part of the sofa had empty space. If you need storage, empty space is wasteful. So we redesigned our sofa and added drawers.
- Sandra A sofa with drawers? Didn't that look strange?
- Philippe Yes, it did! We really made a breakthrough with that! The market loved the new design because it was different – you could say a bit strange – but also very practical.
- Sandra And that's the design you won an award for, right?
- Philippe Yes, that's right. The European Furniture Design Award.
- Sandra That's great, Philippe. Now, I wonder if you could tell us about ...