

Unit 5. Communicative Activities.



Caso práctico

It's late but **Eva** and **Monica** are still working at the office. They have had a very stressful week, but they seem happy with the progress they are making. **Eva** is really tired: "I didn't think that we were going to learn that much, when we came here. Now we have a good CV written in English and we know a lot about the recruitment process in a big company."



Monica agrees with her: "That's right. You know, I used to think that I wasn't ready to look for a job, but now I feel much more confident. I had a hard time the first couple of weeks here and I wanted to go back to Spain but I see everything in a more positive way now".

Eva is surprised: "Wow, that's great. Maybe, when we finish our traineeship we could even apply for a job here in London!"

Monica looks at her friend and says: "I never thought I would say this but that's exactly what I was thinking. Wouldn't that be fantastic? Picture this... the two of us living and working here in London. It is going to be so much fun!"

"Well, that's a good plan for the future", replies **Eva**, "but I'm afraid we still have a lot to do before we get there."

Monica starts picking up her things. "I guess you're right. It's getting late. Shall we go to the café round the corner to have an iced coffee and a chocolate muffin? I'm starving!"



Think about it

What have you learned in this unit? Can you do the following things?

- ✓ Talk about your job / your future job.
- ✓ Write a CV.
- ✓ Understand abbreviations in job ads.
- ✓ Write a covering letter.
- ✓ Answer job interview questions.

Show Feedback

If you answered "No" to some of the questions above, it would be a good idea to revise the unit before moving on to the final tasks.

1.- Reading exercise.



Autoevaluación

Complete the text with the words below.

lasting / made / quality / selling / tech / wearing

1. Hubblot makes high- [] watches.
2. Brooks makes fashionable and hard [] running shoes.
3. Apple manufactures high- [] computer products.
4. Samsung has produced some best- [] mobile phones.
5. Tungsram makes long- [] light bulbs.
6. Louis Vuitton sells luxury and well- [] bags and suitcases.

Submit



Choose the best word to complete each space.

1. All products have a life cycle. Therefore, new products are being developed all the time to replace older products which are coming to the end of their lives. The cycle begins when a new product is _____.

- planned
- designed
- sketched

Wrong

Correct Option

Wrong

Solution

1. Wrong

- 2. Correct Option
- 3. Wrong

2. At this stage, there is only a plan or a drawing, which is then used when the product is _____.

- fabricated
- manufactured
- assembled

Wrong

Correct Option

Wrong

Solution

- 1. Wrong
- 2. Correct Option
- 3. Wrong

3. Nobody knows how well the new product works or how good it is so it has to be _____.

- examined
- tested
- researched

Wrong

Correct Option

Wrong

Solution

1. Wrong
2. Correct Option
3. Wrong

4. On the basis of the test results, it may have to be modified. Once the necessary _____ have been made, the product is ready to be launched and then _____ in number of advertising campaigns.

- specifications/exhibited
- qualities/displayed
- improvements/promoted

Wrong

Wrong

Correct Option

Solution

1. Wrong
2. Wrong
3. Correct Option

5. Advertising plays a very important role and so does _____.

- discount
- delivering
- distribution

Wrong

Wrong

Correct Option

Solution

1. Wrong
2. Wrong
3. Correct Option

6. Indeed, the company has to make sure that its new product is _____ to as many customers as possible.

- profitable
- available
- marketable

Wrong

Correct Option

Wrong

Solution

1. Wrong
2. Correct Option
3. Wrong

7. Finally, when it is clear that sales are going down steadily, the company will probably decide to _____ the product.

- destroy
- discontinue
- distinguish

Wrong

Correct Option

Wrong

Solution

1. Wrong
2. Correct Option
3. Wrong

2.- Listening exercise.



Now it's your turn

Listen to the audio and complete the following sentences:

LISTENING

- ✓ I'm not sure about the real [redacted] of this complex [redacted] in my offices.
- ✓ It is [redacted] but I'm afraid we cannot [redacted] now.
- ✓ We were [redacted] something [redacted] and [redacted] simpler.
- ✓ I love its [redacted] but we think it doesn't have [redacted] use.

Submit



Now it's your turn

Listen to the audio and complete the following sentences:

LISTENING

- ✓ I'm sure you [redacted]. If you have it in your office, you will use it and you [redacted] of it. Trust me.
- ✓ Well, that is not a problem. We [redacted] you [redacted]. And if you buy it now you will get a [redacted].
- ✓ Think that [redacted] in a near future you [redacted] and I can assure you it is [redacted].
- ✓ Think that if you have it you will use all its [redacted] and just in a month you will not [redacted] without it.

Submit



Think About It

Give [redacted] counterarguments as a Customer service to convince the client that it is the best choice.

- ✓ Client: I'm not sure about the real necessity of this complex device in my offices.
 - *Customer service: I'm sure you will not regret this decision. If you have it in your office, you will use it and you will make a great profit of it. Trust me.*
- ✓ Client: It is quite good but I'm afraid we cannot afford it now.
 - *Customer service: Well, that is not a problem. We can offer you the best payment methods and terms. And if you buy it now you will get a great discount.*
- ✓ Client: We were looking for something smaller and simpler.
 - *Customer service: Think that maybe in a near future you will need all those functions and I can assure you it is very easy to handle.*
- ✓ Client: I love its design but we think it doesn't have much practical use.

➡ *Customer service: Think that if you have it you will use all its applications and just in a month you will not manage without it.*

3.- Speaking exercise.

You could say two different arguments that would be given by a customer who is not convinced to buy your product or service

- ✓ I like it but ...
- ✓ ...



Solucion

Show Feedback

- ✓ I like it but I think it is too expensive and it exceeds the budget we estimated. You must think that this is a great inversion that will bring you greater profits in a short period of time.
- ✓ I don't know if we really need such a complex device for our company. Think that if you have it you will use all its applications and just in a month you will not manage without it.
- ✓ It is a great expense that we cannot afford at the moment in our company. We know it is a great expense and so we can offer you the best payment terms. You have to pay an initial outlay of 25% and the rest will be paid in monthly installments.

4.- Writing exercise.

Write an email (70-100 words) to johnes@rr.co.uk on behalf of your company to request further information about the scanner described with this words in an advertisement:

further information / high-performance / including / market leader / run / use-friendly



Possible solution.

Show Feedback

From: You

To: johnes@rr.co.uk

Subject: Request for information about the scanner Rott-72

Dear Sir,

With reference to your advertisement in the September issue of TechNews, we would like to request further information about the Rott-72.

In particular, we need to know whether it can 3-D objects and also what types of paper it takes.

We are considering asking for a free trial. Could you tell us how long we would be able to keep the machine?

Thank you in advance.

Looking forward to hearing from you.

Yours faithfully,

Your name

Appendix.- Licences of resources.

Licences of resources used.

Resource (1)	Resource information (1)	Resource (2)	Resource information (2)
	By: Victor1558. License: CC by From: http://www.flickr.com/photos/76029035@N02/6829406809/in/photostream/		By: Nate Steiner. License: CC by From: http://www.flickr.com/photos/nate/236619128/
	By: Paul Stainthorp. License: CC by-sa From: http://www.flickr.com/photos/nate/236619128/		By: Cheesyfinger2k1. License: CC by-nc-sa From: http://www.flickr.com/photos/cheesyfinger/3218817265/