

Business Result Intermediate

Student's Book Answer Key

4 Services and systems

Working with words

1

- 1 The first (a) is about The Guardian (a newspaper).
The second (b) is about Lloyds TSB (a bank).
The third (c) is about Expedia.com (an online travel agency).
- 2 Answers will vary.

2

- Speaker 1:** website c (travel)
Speaker 2: website b (banking)
Speaker 3: website a (information search / online news)

3

Possible answers

user-friendly, up-to-date, accurate, immediate, convenient, secure, time-saving, efficient, cost-effective

5

- 1 & 2 First person:** courier service – deliver orders on time, maintain excellent relationships with customers.
Second person: mobile phone news update service – he always knows what's happening, easier to make decisions.
Third person: online shopping – it's faster and always open, helps to manage time.
Fourth person: crèche – lets her work full-time and still have time with her child in the middle of the day.

Business communication skills

2

- 1 It was slow.
- 2 In a few weeks.
- 3 It looks similar to the old database, but the bottom half is different.
- 4 It suggests room types and availability. You can type in notes about customers. Drop-down menus help match the customer to the room.

Business Result

- 5 It won't work as well without detailed information from the customer (who might be unwilling to give this).

Business Result

3

1 c 2 e 3 a 4 h 5 b 6 f 7 d 8 g

4

a 1c, 2e, 3a, 6f, 7d, 8g b 4h, 5b

5

Possible answers

- 2 As soon as you press this button, it starts to look for the customer's name.
- 3 It looks very similar to the old system, but what's different is the quantity of information it can store.
- 4 So, as well as storing basic information, it also finds more information.
- 5 The more the information you get, the easier it is to target customers.
- 6 One downside is that the system is more complicated, but on the plus side it is faster.

6

Possible answers

Files on PCs compared with filing cabinets	
Benefits less space less paper less time needed for filing easily updated	Drawbacks often still need hard copies files easily deleted by accident computer files can be easily copied / stolen

Online banking compared with going into a bank	
Benefits faster more convenient always open cheaper for bank	Drawbacks can't solve problems or answer queries immediately lacks 'personal touch' could be less secure

Practically speaking

2

a 3 b 5 c 1 d 2 e 4

Language at work

1

- | | | |
|----------|-----------------|----------|
| 1 longer | 3 slow | 5 better |
| 2 easier | 4 more positive | |

2

- 1 no improvement (*takes a little longer to learn how to use*)
- 2 small improvement (*slightly easier to find*)
- 3 big improvement (*definitely not as slow*)
- 4 big improvement (*they are far more positive*)
- 5 big improvement (*it's a great deal better*)

3

- | | |
|---|--|
| 1 much noisier (not <i>more</i>) | 5 much worse (not <i>much more worse</i>) |
| 2 not as dark as (not <i>darker</i>) | 6 as good as (not <i>as good than</i>) |
| 3 bigger (not <i>biger</i>) | 7 than me (not <i>that me</i>) |
| 4 much more convenient (not <i>convenienter</i>) | |

4

slightly (S), a great deal (B), nearly as ... as (S), not anything like as ... as (B), a little (S), significantly (B), far more (B), much less (B), marginally (S), not nearly as ... as (B), a lot (B)

Case study

Discussion

1

Possible responses

- 1 As well as receiving financial incentives for not driving to work, employees also benefit by not having the stress of driving to work. On the bus they can relax and read, or they can get fit and healthy by cycling to work. As the company also pays 72% of bus and rail passes they save money.
- 2 The company benefits by saving money on parking facilities and by being seen as environmentally friendly.
- 3 The local community benefits by having fewer cars on the road, therefore having less congestion and pollution.

2

Possible answers

Some more ways to reduce the number of cars even further could be to:

- penalize car drivers (they have to pay to park)
- provide buses to pick workers up

Business Result

- provide information about which employees live near each other, so that drivers can pick each other up
- implement more ways for staff to work from home, so that on some days they don't need to travel in to work.

Business Result