

Business Result Intermediate

Student's Book Answer Key

16 | Success

Starting point

Suggested answers

- 1 silk – China, potatoes – Peru, coffee – Ethiopia, black pepper – India, chocolate – Mexico, rubber – Central and South America
- 2 silk – China, potatoes – China, coffee – Brazil, black pepper – India or Vietnam, chocolate – Ivory coast (thought to be the leading producer of cocoa beans), rubber – India

Working with words

2

- 1 The route began in China and went through India and the Middle East to Europe.
- 2 People can discover new products and techniques via the Internet, or by visiting other countries.

3

- 1 expertise / know-how
- 2 succeed (in) / manage (to) (note change of tense from text)
- 3 came across / find out
- 4 searching / look for

5

- 1 c 2 b 3 a

6

- | | |
|--------------------------|---------------------|
| complete waste of time | great success |
| absolute flop | amazing achievement |
| total disaster | real triumph |
| significant breakthrough | |

7

- successes:** significant breakthrough, great success, amazing achievement, real triumph
failures: complete waste of time, absolute flop, total disaster

8

Possible answers

complete disaster / flop / triumph / success
absolute disaster / triumph / waste of time
total flop / success / waste of time
significant achievement
great achievement / triumph
amazing breakthrough / success
real disaster / achievement / flop / waste of time / success

Business communication skills

2

	Olli	Sandrine
Destination	India	Vietnam
Impressions and verdict	impressive welcome from Mr Rahman, wasting their time; the factory is chaotic and old-fashioned; need to modernize old equipment; let the current contract run and look for someone else	factory is small, but the business is dynamic and efficient; his furniture is excellent quality; if they give him support, he could become better; there were a few communication problems
Next step	make sure the rest of the orders are completed; focus on improving their systems; review the situation in a couple of months	invite Mr Tran to visit them; develop the relationship

3

- 1 How did it go in Vietnam?
- 2 I'll bring you up to date.
- 3 Give me an overview.
- 4 I was pleasantly surprised.
- 5 Tell me more.
- 6 This highlights the need to
- 7 I think the next step is ...
- 8 We need to concentrate particularly on ...

4

- 1 How did it go
- 2 What makes you say that
- 3 What were your overall impressions
- 4 I was impressed with
- 5 Tell me more
- 6 highlights the need
- 7 need to concentrate / should focus

Practically speaking

1

on the whole, all in all, overall, mainly, mostly, in general, generally speaking

2

- 1 In general, I prefer to travel by train.
- 2 We mostly operate in the Far East.
- 3 I thought it was an excellent presentation overall.
- 4 Generally speaking, we don't work at weekends.
- 5 On the whole, it was a great trip.
- 6 We mainly communicate in English.
- 7 All in all, I was very happy with the way it went.

3

Possible sentences

I went on a trip to India and in general it went well. On the whole I enjoy travelling, and in particular air travel. Mostly work's OK, although some things irritate me, especially unhelpful people. Generally speaking my English is progressing well. Overall it hasn't been a good year at my company, mainly because of the restructuring.

Language at work

2

Even though Mr Tran's factory is small, it is efficient and well organized, so he should be able to satisfy commitments. Despite having language problems, with a mixture of English and French, we will be able to get by.

Although he may not be a great linguist, I think he is an energetic and committed businessman.

However, if we manage to convince Mr Tran to come and see us, I think that you will be as impressed as I was.

I think it will be worth it in the long run, despite the potential problems.

3

despite can be followed by a verb in the *-ing* form (*despite having*) and also by a noun (*despite the problem*)

4

Possible answers

Even though their head office was impressive, the firm was losing money.

Despite having an impressive head office, the firm was losing money.

Although their head office was impressive, the firm was losing money.

Their head office was impressive. However, the firm was losing money.

Their head office was impressive, despite the fact that the firm was losing money.

Case study

Discussion

1

Reasons for success

In general, it has been so successful because it has consistently brought out new products and promotional campaigns. Specific examples are

- national distribution in the Co-op and Safeway supermarket chains
- partnership with Costa Coffee shops
- cinema advertising campaign
- becoming a public company
- starting to supply hot drinks to major companies and organizations in the UK.

2

Possible answers

It may need to move into more markets, as it did from coffee to tea (1998), if it is to remain competitive. The company may need to move up-market or find niche markets. More investment in promotional activities may be necessary.