

Business Result Upper-intermediate

Student's Book Answer Key

1 | First impressions

Starting point

Possible answers

- 1 Answers will vary, but students might say that the business is modern and forward-thinking, that it wants to create an impact and be noticed and that it values innovation.
- 2 Answers will vary, but students might say that first impressions range from professional, relaxed, friendly, formal or distant.

Working with words

1

- 1 No. A company's image is not based on a single factor but on the total impression created by a variety of factors.
- 2 the culture of clients or customers

2

- 1 The text mentions business card, glossy brochure, fashionable display. Students might add publicity and advertising, reception area, meeting rooms, car parking, behaviour of staff, e.g. telephone manner and attitude to visitors.
- 2 'Intangibles' refers to those things which cannot be seen or touched. Added to those in the text, students might suggest areas such as attitude to staff development, the staff's approach to their work, level of corporate entertainment and attention to detail and quality.

3

- | | | | |
|----------------|-------------------|--------------|--------------|
| 1 extravagance | 3 professionalism | 5 innovation | 7 principles |
| 2 creativity | 4 rapport | 6 reputation | 8 tradition |

4

- | | | |
|-----------|-----------|---------|
| 1 project | 3 creates | 5 taken |
| 2 have | 4 build | 6 come |

6

- 1 Zhifu says that, as in traditional advertising, some things are more effective in some cultures than others.
- 2 Websites for Western consumers have lots of words and facts and are often quite complex. Websites for Asian consumers tend to be more simple, functional and less ostentatious. Asian consumers also prefer sites where you can bargain.

Business Result

7

1 reliable: trustworthy

2 unsuccessful: ineffective

3 showy: ostentatious

4 positive: favourable

5 costly: expensive

6 mistrustful: suspicious

7 practical: functional

8 complicated: complex

9 simple: modest

10 effective: successful

11 over confident: arrogant

12 cautious: wary

8

Probable answers

positive: reliable, trustworthy, positive, favourable, practical, functional, simple, effective, successful

negative: unsuccessful, ineffective, showy, costly, expensive, mistrustful, suspicious, over confident, arrogant

potentially both positive and negative: ostentatious, complicated, complex, modest, cautious, wary

Business communication skills

1

1 from Sean's former colleague

2 to help with the renewal / design of a website

3 call or email to arrange a meeting

2

1 It's a follow-up call to the email Sean sent to Ivan.

2 They arrange to meet to discuss things further.

3 Ivan is going to be in Berlin the day after tomorrow.

3

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

5

a 1a, 4b

b 2c, 3e

c 5f, 6d, 7g

6

1 Catherine, Ivan Formanek's assistant, is calling to confirm the meeting on the 13th.

2 She will email a map and directions.

3 public transport

7

1 a Can you tell me how I get to Simply Speaking? Is it best by taxi or public transport?

b There's a train that leaves at 3 o'clock.

c Will I have time to catch that one (or should I take a later one)?

2 a Let me know where you're staying and I'll email you a map and directions from your hotel.

b Let me know if you need a taxi and I'll book one for you.

Business Result

Practically speaking

1

conversation 1: 1 business card 2 phone
conversation 2: 1 text 2 mobile / text
conversation 3: 1 business card 2 email

2

a 3, 5 **b** 2, 6, 7 **c** 1 **d** 4

Language at work

1

1 d **2** e **3** b **4** g **5** h **6** a **7** c **8** f **9** i

2

Possible questions

Who do you work for?
Which department do you work in?
What are you responsible for?
What are you working on at the moment?
What's your typical day? / What do you do each day?
What are you doing next week at work?
How are your English studies going?
Do you often use English for your job?

4

present simple: generally speaking, on the whole, once a week, most of the time, every winter, once in a while, as a rule
present continuous: for the moment, at the moment, for the time being, tomorrow afternoon, right now, currently

Case study

Discussion

1, 2

Possible answer

1 It provides a cheap and easy way of promoting a business; groups are local and regional so you are likely to meet customers in your geographical area and you don't have to spend too much time; there is opportunity for cross-promotion as other businesses, e.g. prospective suppliers, can be recommended.