

Business Result Upper-intermediate

Student's Book Answer Key

6 Ethical business

Starting point

Possible answers

- 1 Some of the areas may include: paying fair prices for goods (e.g. to workers in developing countries), pollution from factories, using recycled materials, giving staff incentives to share cars to work, sponsoring local charities / events.
- 2 Many countries have companies which are known for social responsibility. For example, The Body Shop has always promoted itself and its products on the basis of its ethical principles.
- 3 In recent years, various clothing companies like Gap and Nike were accused of exploiting cheap labour in poor working conditions to produce garments for high-street stores. For some time, they suffered some image problems and have worked hard to counter this by stressing their ethical principles.

Working with words

1

Possible answer

- concerned about its impact on the environment
- pays a fair salary to employees
- charges a fair price
- is ethical in its financial dealings (e.g. with shareholders)
- gives a proportion of its turnover or time to non-profit activities which are beneficial to the local community

3

- 1 They are people who love 'wild and beautiful places' and therefore 'take an active part in the fight to repair the damage that is being done to the health of our planet'.
- 2 It is committed to protecting the environment. It shows this by donating time, services and at least 1% of sales to environmental groups.
- 3 They work to reduce pollution, and use recycled polyester and organic cotton.
- 4 They have stayed true to their principles over the last thirty-plus years.

4

- | | |
|---------------------------|--------------------------------|
| 1 comply with regulations | 5 take an active part in |
| 2 donate time | 6 stay true to its principles |
| 3 reduce the impact | 7 share a strong commitment to |
| 4 act responsibly | |

6

- 1 The interviewer's style is quite aggressive.
- 2 The spokesperson's response is calm and he replies to each question with examples of the good work his company is doing.
- 3
 - a It is fair and combats discrimination and prejudice within the organization; it improves working conditions and safety; it has schemes for staff education, health and training.
 - b It has reduced its methane and hydrocarbon emissions and provides financial support for turtle conservation in Bangladesh.
 - c It has set up a community project to provide skills training for unemployed youths in Sangu, and health initiatives and other schemes to encourage sustainable livelihoods in Rajasthan.

7

- 1 ethics, responsibility, fairness, generosity, values, credibility
- 2 bribery, deception, corruption, prejudice, greed, discrimination

8

deception – deceptive
responsibility – responsible
fairness – fair
generosity – generous
credibility – credible

ethics - ethical
corruption - corrupt
prejudice - prejudiced
greed - greedy
discrimination – discriminatory

Business communication skills

1

- Trip to China (not South Africa) is confirmed
- Four days at one tea plantation
- No opportunities for sightseeing
- Two dates: February (15th-20th - need bookings by January the 10th) and one in May
- A lot of road travel and one internal flight

2

- 1 'll email you the final itinerary
- 2 we're planning to show you
- 3 idea is to
- 4 'll get the opportunity to
- 5 we're going to arrange

3

- 1 watch the tea being prepared and sample local specialties produced by the cooperative, visit a project to promote schooling in Tibetan language, visit the site of a reforestation scheme, talk to the coordinators of the business in China
- 2 stay with the guide who can interpret (because no one speaks English)

4

- 1 'd like to invite you to
- 2 we strongly recommend you stay
- 3 you're also welcome to visit
- 4 sounds, 'd like to take you up on that
- 5 would be a good idea to
- 6 is highly recommended
- 7 well worth a visit
- 8 That's not really what
- 9 we'd be delighted to
- 10 it's just the kind of thing I need

Business Result

5

a 1, 3, 9

b 2, 5, 6, 7

c 4, 8, 10

Practically speaking

1

invitation 1: 1 have a coffee 2 P
invitation 2: 1 go to the cinema 2 D

invitation 3: 1 go to a pizzeria for lunch 2 A

2

- 1 How about ...? / Do you feel like ...? / Would you like to ...?
- 2 Why not?
- 3 Maybe. / Can I let you know later?
- 4 Sorry, I'm ...

Language at work

1

1 e (*will future*)

5 b (*will future*)

2 c (*going to future*)

6 d (*present simple*)

3 a (*present continuous*)

2

- 1 'll do (The speaker has already arranged something on Friday. It isn't an instant decision.)
- 2 's being (We rarely use the verb *to be* in the continuous form and it doesn't refer to an arrangement.)
- 3 is going to arrive (The event isn't intended but is timetabled.)
- 4 'm letting (The speaker has only just learnt of the news so can't have planned or arranged it.)
- 5 'll (same explanation as 1)
- 6 meet (This is for timetabled or regular events. If the speaker met Mrs Brasseler every day at 3.30, it would be correct.)
- 7 email (The speaker is making an instant decision and not describing a regular event.)
- 8 is noticing (Greta isn't at work yet. The speaker is making a prediction.)

Case study

Discussion

1, 2

Possible responses

- 1 Likely customers are people who believe in social and corporate responsibility and will be willing to pay extra for products produced ethically.
- 2 The companies all have activities to promote their ethical position such as an affiliated charity (Tribes Travel) and Climate Change College (Ben & Jerry's). These projects serve both the function of taking practical action whilst promoting the brand as an ethical business.

Business Result