

Business Result Upper-intermediate

Student's Book Answer Key

13 Facts and figures

Working with words

1

Each technology took over from another and destroyed or superseded it. For example, the petrol engine quickly replaced what came before it in the 19th century.

2

Statements 1 and 2 are made or implied in the text:

- 1 'When the steamship was introduced, it was known for blowing up.'
- 2 'The petrol engine proved to be by far the most important technology of the early 20th century ...'

Statements 3, 4 and 5 are not made or implied:

- 3 The production of transistors has grown very fast since 1955.
- 4 The transistor was indirectly responsible for television not mass tourism.
- 5 Internet speeds have increased substantially.

3

- 1 number of transistors produced in the world - ten to the power of eighteen (i.e. ten followed by 18 zeros)
- 2 kilobits per second connection on broadband - twenty-eight point eight
- 3 the first year that car ownership began growing by 50% each year - nineteen ten
- 4 between 2000 and this year, Internet usage grew by 206.2% - two thousand and seven
- 5 the average price of a transistor in 1975 - one tenth
- 6 a century - twentieth
- 7 growth in Internet usage (see 4) - two hundred and six point two per cent
- 8 a century - twenty-first
- 9 the size of silicon chips in 1974 - five thousand
- 10 people using Internet - three hundred and twenty-two million

4

- | | | |
|----------------|----------------------|------------------------------|
| 1 fractionally | 3 substantially | 5 approximately |
| 2 just over | 4 slightly less than | 6 somewhere in the region of |

6

- 1 growing rapidly - accounted for 45% of singles sold last year
- 2 have dropped slightly
- 3 haven't crashed like they have in the UK
- 4 a threat to big music retailers
- 5 an opportunity for making your own single and getting heard

7

fast / big fall - crash, a significant drop
slow / small fall - drop slightly
no change - stay the same
slow / small rise - grow gradually
fast / big rise - rise substantially, grow rapidly

8

fast / big fall - plummets, a substantial drop
slow / small fall - a slight fall
no change - levels off
fast / big rise - shoots up, a significant increase, a noticeable rise, rockets

Business communication skills

2

1 age of the target market
2 growth in advertising spending on blogs and podcasts
3 the proportion spent on blog advertising
4 the projected expenditure on blog advertising in four years
5 the annual growth rate of podcast advertising

3, 4

1 e 2 i 3 a 4 g 5 c 6 d 7 h 8 j 9 b 10 f

5

Answers

a 1e, 3a, 6d, 7h

b 2i, 4g, 5c, 8j

c 9b, 10f

Practically speaking

1

1 conversation 3

2 conversation 2

3 conversation 1

2

introduce news: 4, 8, 10

repeat news: 1, 3, 5, 7, 9

respond to news: 2, 6

Language at work

1

Possible answers

- 1 My manager told me to contact Helen immediately if I had any problems. / My manager said to contact Helen immediately if I had any problems.
- 2 My manager asked me if it was OK to come back a little later.
- 3 My manager asked me if I knew when Jan was getting back.
- 4 My manager asked me if I'd seen Mr Smith.
- 5 My manager told me he always feels a bit nervous when he gets on a plane. / My manager says he always feels a bit nervous when he gets on a plane.

2

Suggested answers

- 2 She encouraged me to apply for the promotion.
- 3 I apologized for not finishing the report yet.
- 4 I denied responsibility for the mistake.
- 5 He refused to do her shift on Friday.
- 6 He offered to reduce the price by €200.
- 7 She agreed to look at the terms and conditions again.

3

Suggested answers

- a John said (that) he hadn't seen Lisa.
- b Peter said (that) he had been delayed at the airport.
- c Anna said (that) there had been a bomb scare.
- d John asked Peter if he had got the October figures.
- e Peter said (that) Europe looked good and (that) overall monthly revenue had risen ...
- f Peter said (that) the Venezuelan issue was ongoing, (that) supply chain problems were continuing but (that) they were working on it.
- g Anna asked Peter if there was any reason why he hadn't mentioned the US figures.
- h Peter said (that) they weren't available yet because they hadn't been finished.
- i Peter promised to circulate them as soon as they became available.
- j Anna wanted to know if there was any news on the fibre-optic order.
- k Anna complained that her team was having problems because of the delay - customers were calling all the time ...
- l Peter guaranteed (that) the order had been sent and (that) it would arrive by the next day or the day after.

Case study

Discussion

1, 2, 3

Possible responses

- 1** The target market is probably aged between 14-25 and quite fashion conscious.
- 2** You could argue that the younger market is vulnerable and so it is unethical. However, it is no different from many other types of products.
- 3** Any website that attracts people who want ringtones. They are likely to visit websites with music and fashion information or places where other younger users can meet online.