

Open courses

English III: Business English 10 exercises,

GRAMMAR EXERCISES

A. Put the verbs in the correct tense.

Sergey Brin was born in Moscow, the son of a mathematician and economist. In 1979, when he was six, his family _____ (1-emigrate) to the US. Brin _____ (2-attend) grade school at Paint Branch Montessori School in Adelphi, Maryland, but he _____ (3-receive) further education at home; his father Michael Brin, a professor in the Department of Mathematics at the University of Maryland, _____ (4-nurture) his interest in Mathematics and his family helped him _____ (5-retain) his Russian language skills. In September 1990, after _____ (6-attend) Eleanor Roosevelt High School, Sergey _____ (7-enrol) in the University of Maryland, College Park to study Computer Science and Mathematics, where he received his Bachelors of Science in May 1993 with high honors. After _____ (8-graduate) from Maryland, Sergey received a graduate fellowship from the Natural Science Foundation, which allowed him _____ (9-study) for his Masters degree in Computer Science at Stanford University. Sergey received his masters degree in August 1995, ahead of schedule, in the process of his PhD studies. Although he _____ (10-still/enrol) in the Stanford doctoral program, Sergey _____ (11-suspend) his PhD studies indefinitely while he _____ (12-work) at Google.

B. Hearsay transformations: Rephrase the following sentences trying to keep the same meaning.

1. People say that they don't drive sports cars.
They are _____
2. People think they are modest, though quirky.
They are _____
3. The author of the article believes that they are geniuses.
They are _____
4. The article says that the Brin family immigrated from Russia in 1979.
The Brin family are _____
5. The article reports that Larry's father earned a PhD in Computer Science in 1965.
Larry's father is _____

C. Put the verbs in the correct tense.

The concept of an organization chart, showing what positions exist how they (group) 1. _____, and who (report) 2. _____ to whom, (be) 3. _____ around for centuries. For example, diagrams (outline) 4. _____ church hierarchy can be found in medieval churches in Spain. However, the use of the organization chart for business (stem) 5. _____ largely from the Industrial Revolution. As work (grow) 6. _____ more complex and (perform) 7. _____ by greater and greater numbers of workers, there was a pressing need to develop ways of managing and controlling organizations. The growth of the railroads (provide) 8. _____ an example. After the collision of two passenger trains in Massachusetts in 1841, the public (demand) 9. _____ better control of the operation. As a result, the board of directors of the Western Railroad (take) 10. _____ steps to outline “definite responsibilities for each phase of the company’s business, (draw) 11. _____ solid lines of authority and command for the railroad’s administration, maintenance, and operation.”

D. Put the verbs in the correct tense.

Luca Ditto, twenty-seven and a high school graduate, managed the sales of steel tubing and (invite) 1. _____ to join the company seven years ago after (work) 2. _____ sales for a competitor. The last of the group was Michella Bruni, twenty-five, daughter of Luigi Bruni, who (work) 3. _____ out of the Ancona office. She (call) 4. _____ on customers in the South west area for the past five years. She (attend) 5. _____ college for one year. Those (schedule) 6. _____ to attend the mountain retreat were Bruni, Colombo, Ditto, Porta, and Pagani. The primary rationale for this selection was that each person (have) 7. _____ a marketing background and (work) 8. _____ well together. Colombo (inform) 9. _____ the professors that Porta was fully behind the meeting and would purposely absent himself from the first day’s discussion to allow for free exchange of ideas and would like to (brief) 10. _____ the next day on what (decide) 11. _____. Porta (agree) 12. _____ to totally support the team’s recommendations and would spend the second day with them formulating and (implement) 13. _____ those recommendations for the board of directors meeting.

E. Put the verbs in the correct tense.

Now, let’s slightly examine with care as to where exactly this love story started (fall) _____ apart. What was beyond Joel and partners as well as the Indians was that this lack of trust was mainly due to the cultural differences between the two countries. If only Joel (realize) _____ that the Indians viewed time differently from the Americans, he would definitely have been a lot more relaxed in his interactions. The Indians in turn, (not view) _____ Joel as a pushy American who was only concerned about (sign) _____ the deal, (be) _____ a lot more clear about the American practical way of thinking and their approach to problem

solving and project implementation. If either side (be aware) _____ of how culture was a major factor in shaping business deals, they would have been able to adjust a little more and make each other more comfortable. This (lead) _____ to a sense of trust between them, business would have proceeded and the deal (negotiate) _____ to the satisfaction and benefit of all those who (involve) _____.

VOCABULARY EXERCISES

A. Derivatives: Fill in the text with the words of the same family.

They _____ (1-HYPOTHESIS) that a search engine that analyzed the relationships between websites would produce better ranking of results than existing techniques. Their search engine was _____ (2-ORIGIN) nicknamed "BackRub" because the system checked backlinks to estimate a site's importance. The Google search engine attracted Internet users who liked its simple design and _____ (3-USE). _____ (4-RECREATION) amenities are scattered throughout the campus and include a workout room with weights and rowing machines. Many people speculated that Google's IPO would inevitably lead to changes in the company's culture, because of shareholder pressure for employee benefit _____ (5-REDUCE) and short-term advances. Later Mr. Page said, "We think it's important to have a high _____ (6-DENSE) of people." However, many _____ (7-ANALYSE) are finding that as Google grows, the company is becoming more _____ (8-CORPORATE). The purpose of the Chief Culture Officer is to remain true to the core values that the company was founded on in the beginning — a flat organization, a lack of hierarchy, a _____ (9-COLLABORATE) environment.

B. Read the business profile of TITAN S.A. and try to complete the blanks. Use words from the table below.

assets	facilities	centres	bring in	Optimum
capacity	listed	Ongoing	share	adaptation
efficiency and competitiveness	expansion	strengthen	vertical structuring	was founded

TITAN S.A. 1 _____ in 1902 and 2 _____ on the Athens Stock Exchange just ten years later, on 22 February 1912. Since then TITAN S.A. has established an international presence, owning and operating production facilities in many countries around the world. The Company's primary objective is to achieve multiregional status, recognised as an independent force in the world market for construction materials, combining business 3 _____ with respect for the individual, for society and for the environment.

More specifically, the TITAN Group's 4 _____ include:

- 11 cement production facilities, with an annual 5 _____ of over 15 million tons. Of these 6 _____, 4 are located in Greece, 2 in the USA (Virginia and Florida), 3 in Southeastern Europe (Bulgaria, Serbia and FYR of Macedonia) and 2 in Middle East (Egypt).
- 7 cement distribution 7 _____ - 2 in the USA, 2 in Egypt and 1 each in Italy, France and the UK.
- 67 ready-mix concrete facilities (annual capacity 4,5 million cubic metres).
- 10 quarries and 3 mines (19m tons)
- 1 mortar production facility (INTERMIX)
- 1 china tableware factory (IONIA S.A.)

The Company has an annual cement production capacity of 6 million tons in Greece and a market 8 _____ of around 40%. The TITAN Group's annual production capacity abroad is another 8 million tons.

It was mainly during the 1990's that the Group introduced significant 9 _____ of its activities, investing in the production of ready-mix concrete, aggregates and related materials (mortars, cement blocks). Vertically structured activities now 10 _____ around 40% of overall sales.

The TITAN Group's strategy can be summarised as follows:

- Pursuing international 11 _____ in cement production in order to 12 _____ the Group's regional presence in the 4 areas where production has already been established - Greece, USA, Balkans, Middle East.
- Further vertical structuring of activities wherever the market conditions and competition are favourable.
- 13 _____ improvement in cost and productivity.
- 14 _____ utilisation of the Group's human resources, encouraging 15 _____ of the workforce to the Group's new international identity.

C. Derivatives: Fill in the text with the words of the same family.

The (PARTICIPATE) 1 _____ of our country in the European (INTEGRATE) 2 _____ and the rapid (EXPAND) 3 _____ of markets have led today to a new reality in the larger business sector and have made business activities more complex along all (ECONOMY) 4 _____ areas. (SPECIAL) 5 _____ in the services sector, where our company engages, modern market (REQUIRE) 6 _____ that businesses be (CONSTANT) 7 _____ alert to improve service quality and customer/ passenger satisfaction as much as possible. In this (ENLARGE) 8 _____ and highly (COMPETE) 9 _____ environment, Minoan Lines has managed to hold today a strong position in the sea lines where it

carries out its activities. (CURRENT) 10 _____, our fleet is made up of new state-of-the-art cruise ferries, which offer (INNOVATE) 11 _____ services that look into the future. Passengers, their care and safe (TRANSPORT) 12 _____, as well as their pleasant stay onboard, are considered the top priority of our company.

Our company's constant and (CONSIST) 13 _____ presence in (PASSAGE) 14 _____ transportation by sea has offered it a (LEAD) 15 _____ position, ensuring at the same time its long-term prospects for increased (OPERATE) 16 _____ profits, hence (SIGNIFY) 17 _____ contributing towards the generation of added benefit for our shareholders.

Minoan Lines, has been tested under conditions of increased (COMPETE) 18 _____, has a 34-year experience and provides recognized high quality services, which it constantly improves, so it is ready to play the leading part in a fully (LIBERTY) 19 _____ market based on European Law, setting the prerequisites for further (GROW) 20 _____.

D. Derivatives: Fill in the text with the words of the same family.

1. If the merchandise is (DEFECT) or not as represented, the consumer may return the item.
2. If you shop on-line, you should be especially (CAUTION).
3. You may wish to review our other (ADVISE) on doing business on-line.
4. With regard to returns, online shoppers should (SCRUTINY) an e-tailer's web site to determine whether returns are allowed.
5. Are you (RESPOND) for paying shipping and handling charges if you return an item?
6. Such (RESTRICT) are common for purchases of software, videos, and computer equipment.
7. If you cannot get a refund, shop elsewhere if you are not (CONFIDE) that the merchant will stay in business.
8. Many merchants require (CONSUME) to contact the company and obtain a return merchandise (AUTHORITY) before returning goods.

E. Derivatives: Fill in the text with the words of the same family

- When you first come to a meeting with Russian businesspeople, do not expect too much work to be done. You will mainly spend time getting to know each other and establishing credibility for the future (ENTERPRISE) 1 _____ venture. Although a longstanding personal relationship prior to the business venture is not necessary, this potentially long period of (SOCIALIZE) 2 _____ at the first meeting is essential to estimate the other side's aims, intent and conduct. Meetings may frequently be interrupted for (RELATIVE) 3 _____ petty issues while side conversations on (NOT RELEVANT) 4 _____ issues are often carried on during a meeting.

- Deadlines and (EFFICIENT) 5 _____ are part of the western business (MENTAL) 6 _____. Indians view time in a more relaxed manner. Aggressiveness is also (CONTEMPT) 7 _____ and losing your temper in public will make you immediately (NOT TRUST) 8 _____ and (NOT RELY) 9 _____.
- The Indian subcontinent is a land of contrasts: acute poverty to lavish wealth, Hinduism to Buddhism, (NOT LITERACY) 10 _____ to front-end (TECHNOLOGY) 11 _____ innovations.
- When conducting business, protocol, (ADHERE) 12 _____ to the agenda, and (PUNCTUAL) 13 _____ are valued. Rank is respected and priority is given to a senior ranking person in discussions. Get to the point, substantiate your case with facts rather than appeal to the emotion, as your (CREDIBLE) 14 _____ might be doubted. Rather (SURPRISE) 15 _____, though, there will be some small talk before serious discussion, the famous 'talking about the weather' habit.

ANSWERS TO THE EXERCISES

GRAMMAR EXERCISES

A.

1. emigrated, 2. attended, 3. received, 4. nurtured, 5. retain, 6. attending, 7. enrolled, 8. graduating, 9. to study, 10. was still enrolled, 11. suspended, 12. worked.

B.

1. They are said not to drive sports cars

2. they are thought to be modest, though quirky

3. They are believed to be geniuses.

4. The Brin family are said to have emigrated from Russia in 1979.

5. Larry's father is reported to have earned a PhD in Computer Science in 1965.

C.

1. are grouped, 2. reports, 3. have been, 4. outlining, 5. stems, 6. grew, 7. was performed, 8. provides, 9. demanded, 10. took, 11. drawing.

D.

1. had been invited, 2. working, 3. worked, 4. had been calling, 5. attended, 6. scheduled, 7. had, 8. worked, 9. informed, 10. to be briefed, 11. had been decided, 12. agreed, 13. implementing.

E.

1. falling, 2. had realized, 3. would not have viewed, 4. signing, 5. had they been, 6. had been aware, 7. would have led, 8. would have been negotiated, 9. were involved.

VOCABULARY EXERCISES

A.

1. hypothesized, 2. Originally, 3. Usability, 4. Recreational, 5. Reductions, 6. Density, 7. Analysts, 8. Corporate, 9. Collaborative.

B.

1. was founded, 2. listed, 3. efficiency and competitiveness, 4. assets, 5. capacity, 6. facilities, 7. centers, 8. share, 9. vertical structuring, 10. bring in, 11. expansion, 12. strengthen, 13. ongoing, 14. optimum, 15. adaptation.

C.

1. participation, 2. integration, 3. expansion, 4. economic, 5. especially, 6. require, 7. constantly, 8. enlarged, 9. competitive, 10. currently, 11. innovative, 12. transportation, 13. consistent, 14. passenger, 15. leading, 16. operating, 17. significantly, 18. competition, 19. liberal, 20. growth.

D.

1. defective, 2. cautious, 3. advisories, 4. scrutinise, 5. responsible, 6. restrictions, 7. confident, 8. consumers, 9. authorisation.

E.

1. entrepreneurial, 2. socialisation, 3. relatively, 4. irrelevant, 5. efficiency, 6. mentality, 7. contemptible, 8. untrustworthy, 9. unreliable, 10. illiteracy, 11. technological, 12. adherence, 13. punctuality, 14. credibility, 15. surprisingly.