

Review 2

Language check

Present perfect and past simple

Complete the text with the appropriate past forms of the verbs in brackets.

The Ford Motor Company, which (¹be) _____ in business for over 100 years, (²reach) _____ a critical moment in its history. Dwindling market share, a saturated domestic market and falling prices are just some of the problems that William Clay Ford Jr, the new CEO, (³have) _____ to face since he (⁴take over) _____ the top job in 2001. The company (⁵perform) _____ poorly in recent years. The latest figures indicate that Ford's share of the European market (⁶fall) _____ by as much as four per cent. In the USA the situation is little better. Nissan (⁷open) _____ a new factory in 2003 and last year (⁸produce) _____ 400,000 pick-ups and sports utility vehicles (SUVs), which are exactly the sort of vehicles that the Ford Motor Company (⁹rely on) _____ over the years to provide its profit. But William Clay Ford Jr is fighting back. He (¹⁰shift) _____ the company's focus away from luxury brands like Aston Martin and Jaguar and back to the less glamorous but more profitable vehicles such as the F-150, the best selling pick-up in the USA.

Modal verbs of likelihood

Underline any inappropriate modal verbs in the following sentences. Then correct them.

- 1 Estimates of the pollution in the area show that it would already be too late to save the wildlife.
- 2 Protection agencies have suggested that it must be possible to save some species if international funds can be found.
- 3 Negotiations are taking place between various organisations in the hope that they will come up with such funds.
- 4 I think they should publicise the full findings of the independent report.
- 5 Might you read the report and give your opinion?
- 6 Water pollution really might be stopped soon if we want to protect the wildlife on the lake.

Comparatives and superlatives

Comparatives and superlatives

Read the text and correct any mistakes in the *italicised* comparative and superlative forms.

The ¹ *later* report from the Executive Watch Foundation shows that executive pay is becoming the ² *biggest* worry of corporate governance – even ³ *most* worrying than the question of the independence of auditors. In the USA the SEC is already proposing new and significantly ⁴ *tough* rules that are designed to make it ⁵ *more easily* for shareholders to nominate candidates to company boards. It is hoped that this will lead to ⁶ *greater* independence for directors and to ⁷ *lowest* remuneration packages for executives. Company directors and senior managers may also be about to receive far ⁸ *less* benefits such as stock options. The research has also shown that the companies that provided the ⁹ *greatest* number of stock options to executives were also those whose performance was the ¹⁰ *worse*.

Consolidation

Read the text and underline the correct forms of the words in *italics*.

In recent years the number of advertising messages ¹ *increased* / *has increased* to almost saturation point. Consumers ² *were* / *have been* easily influenced in the past but now they ³ *became* / *have become* ⁴ *more* *critical than* / *most critical than* before and ⁵ *have* *started* / *started* to analyse and question many marketing techniques.

As a result, marketers ⁶ *would* / *will* have to come up with more and more inventive ways to attract consumers. There ⁷ *was* / *has been* an increase in advertising to children recently, too. The current thinking is that as adults are considerably ⁸ *more cynical* / *most cynical* than children, it is ⁹ *better* / *best* to attract new customers to your brand when they are young – and that way they ¹⁰ *should* / *must* continue buying it all their lives – rather than trying to tempt customers away from other brands. This ¹¹ *may* / *must* not always be the case but it ¹² *might* / *will* usually lead to reflex buying of some brands. One thing is certain, marketers ¹³ *will* / *may* continue to find ¹⁴ *newest* / *new* ways to get consumers to part with their money.

Vocabulary check

1 Complete the text with the correct option A-C.

PR DISASTERS

Recent bad ¹ _____ concerning many aspects of company policy has badly damaged the image and ² _____ we have built up over the years.

The first disaster struck when we were accused of using misleading ³ _____. Several groups of consumers claimed that our latest product did not perform as well as it should. Sales of our other ⁴ _____ have also dropped as a result. One short-term solution is to trade the new product under a different name and ⁵ _____. The next problem concerns a group of environmentalists ⁶ _____ against one of our manufacturing sites abroad. They are accusing us of using up local natural ⁷ _____.

To make matters worse, our CEO resigned over the affair and it became public that he had negotiated a very ⁸ _____ severance deal on entering the company, including a huge ⁹ _____ parachute. The ¹⁰ _____ committee will have to explain to shareholders why they agreed to such a sum at a meeting next week.

- | | | |
|-------------------|---------------|----------------|
| 1 A stories | B publicity | C news |
| 2 A reputation | B trademark | C relations |
| 3 A campaigning | B advertising | C selling |
| 4 A marks | B names | C brands |
| 5 A logo | B symbol | C sign |
| 6 A disagreeing | B protesting | C complaining |
| 7 A resources | B reserves | C reservations |
| 8 A lavish | B superior | C fat |
| 9 A golden | B safety | C goodbye |
| 10 A remuneration | B salary | C pension |

2 Use a verb and preposition from each list to replace the verbs in italics below.

verbs: step get set call look

prepositions: up after down ahead off

- 1 We *founded* the company in 1970.
- 2 They had to *cancel* the meeting because of the train strike.
- 3 My job is to *take care of* new recruits.
- 4 If you want to *get promoted* you have to work hard and believe in the company.
- 5 The CEO had to *leave* due to the financial scandal.

Career skills

Evaluating performance

Match the problem with the action taken.

- 1 The virus wiped out our accounting records.
 - 2 The project was running very late.
 - 3 It has probably never happened before.
 - 4 Relationships in the team completely broke down.
- a But we managed to resolve our differences.
b But we came in under budget!
c But we negotiated an extension on the deadline.
d Luckily we could get the data from backup files.

Predicting consequences

Complete the text with one of the following expressions of cause and effect.

caused by due to as a result of
resulted in lead to

Experts are now suggesting that the record levels of deforestation in the Brazilian rainforest have occurred not ¹ _____ traditional logging activities but rather because of a rise in the exports of beef. The increase in exports of beef and other commodities, which is at least partly ² _____ the recent devaluation of the Brazilian Real, has ³ _____ a minor economic recovery in the country. However, it will also ⁴ _____ greater pressure from farmers to clear forest land to make room for extra cows. How much more destruction of the forest will be ⁵ _____ further clearance is now a subject of debate.

Considering alternatives

Read the following text. In some lines there is an incorrect extra word. Underline the incorrect word or write *correct* next to the line number.

- 1 This model is quite by far the most popular with
- 2 our customers. It has a little smaller engine so it is
- 3 slightly less powerful than as our standard model.
- 4 But on the other hand it is so far more economical.
- 5 It is also a little shorter in length, which makes it
- 6 much more easier to park. The interior has been
- 7 specially designed with removable back seats. This
- 8 flexibility means it is a significantly more practical,
- 9 especially when you need a multi-purpose vehicle.
- 10 Last year it has won the annual industry award for safety innovation.