

Unit 1 Business and Marketing ▶ Listening ▶ 2. NOTE-TAKING SKILL Identifying key words

Listen to the sentences from a lecture. Which word is a key word? Choose the correct answer.

- 1. There is a new trend in food packages these days.
 There
 days
 food
- 2. It's called eco-packaging.
 called
 eco-packaging
 It's
- 3. Eco-packaging is good for the environment.
 for
 is
 environment
- 4. For example, restaurants use cardboard boxes instead of plastic.
 cardboard
 instead
 use

Unit 1 Business and Marketing ▶ Listening ▶ 2. NOTE-TAKING SKILL Identifying key words

- for
- is
- ✓ environment
- 4. For example, restaurants use cardboard boxes instead of plastic.
✓ cardboard
- instead
- use
- 5. And people are using metal straws for their drinks instead of plastic straws.
 are
- their
- ✓ metal
- 6. It's all about reusing and not making more trash.
✓ trash
- more
- about

Complete the sentences with the correct word.

failure brakes decline wealthy enormous essential affordable wheels

1. When sales decline, companies sometimes have problems.
2. My cake was a complete failure! It tasted terrible.
3. The wheels of the bicycle turn as you push the pedals.
4. Money isn't important to me. I don't need to be wealthy to be happy.
5. Most people think studying is essential if you want to get good grades in your classes.
6. Buckingham Palace, the home of Queen Elizabeth, is enormous. It has more than 700 rooms.
7. Most types of transportation—cars, trains, even bicycles—have brakes to help them slow down.
8. A two-week vacation is expensive, but a weekend away is more affordable.

Unit 1 Business and Marketing ▶ Listening ▶ 5. LISTENING COMPREHENSION

Listen to the lecture. Then choose the correct answer.
Go to the Discussion Board to discuss these questions.



- Influencers are _____.
 happy
 well liked
 smart
- They use ____ a lot.
 advertising
 social media
 sports equipment
- They are very good at _____.
 acting
 posting photos
 telling stories
- Jamie Oliver is an influencer who _____.
 ...

Unit 1 Business and Marketing ▶ Listening ▶ 5. LISTENING COMPREHENSION

Listen to the lecture. Then choose the correct answer.
Go to the Discussion Board to discuss these questions.



- 4. Jamie Oliver is an influencer who ____.
 gives free advertising to food companies
✓ gets people to eat healthier food
 tells people to exercise more
- 5. Companies like to work with influencers because they ____.
✓ are good advertisements
 know a lot about business
 are free
- 6. An example of a company that works with an influencer is ____.
 Starbucks
✓ Sainsbury's
 Walmart
- 7. Influencers are usually ____.

8/8
Last score

Unit 1 Business and Marketing ▶ Listening ▶ 5. LISTENING COMPREHENSION

Listen to the lecture. Then choose the correct answer.
Go to the Discussion Board to discuss these questions.



- are free
- 6. An example of a company that works with an influencer is _____.
 - Starbucks
 - ✓ Sainsbury's
 - Walmart
- 7. Influencers are usually _____.
 - old
 - middle-aged
 - ✓ young
- 8. Instead of paying, sometimes companies _____.
 - hire the influencer to make ads
 - send people on trips
 - ✓ give free products

Unit 1 Business and Marketing ▶ Listening ▶ 6. LISTENING SKILL Listening for main ideas

Listen to the lecture. Check the best statement of the main idea.



- Influencers can be teenagers.
- Influencers are a good and affordable way to advertise.
- Jamie Oliver has 6.7 million followers.
- A shoe company might use an influencer.
- Influencers can become wealthy.

5/5
Last score

Watch the Critical Thinking video. Then answer the questions.



- 1 According to the video, what does a good supporting detail do?
 - use no examples
 - care for pet rocks
 - ✓ provide more information

- 2 According to the video, what type of information works best as a supporting detail?
 - your opinions on the topic
 - ✓ statistics from a good source

- 3 According to the video, what might be true if you can say "no" to any of these questions?
 - "Does this supporting detail support the statement?"
 - "Is this supporting detail specific?"
 - "Does this supporting detail relate clearly to the topic?"

Unit 1 Business and Marketing ▶ Listening ▶ 7. CRITICAL THINKING VIDEO Analyzing supporting details

Watch the Critical Thinking video. Then answer the questions.



3 According to the video, what might be true if you can say "no" to any of these questions?

"Does this supporting detail support the statement?"

"Is this supporting detail specific?"

"Does this supporting detail relate clearly to the topic?"

"Is this supporting detail from a reliable source?"

It is a good supporting detail.

✓ It is not a good supporting detail.

4 Which supporting detail is weaker for this statement?

"Some early bicycles were very dangerous."

The bicycles didn't have any brakes.

✓ The bicycles didn't have enough safety features.

5 According to the video, what kind of supporting...

Watch the Critical Thinking video. Then answer the questions.



- 5 According to the video, what kind of supporting detail best supports this statement?
"Bicycles are still popular today."
 one that is directly related to the roads bicycles use
✓ one that is directly related to the number bicycles sold
- 6 According to the video, which supporting detail does NOT add new ideas to this statement?
"The trend toward vegetarian foods is growing."
 Most restaurants now have at least one vegetarian choice on the menu.
✓ People are more interested in vegetarian foods now than in the past.
- 7 Which supporting detail for this statement is stronger?

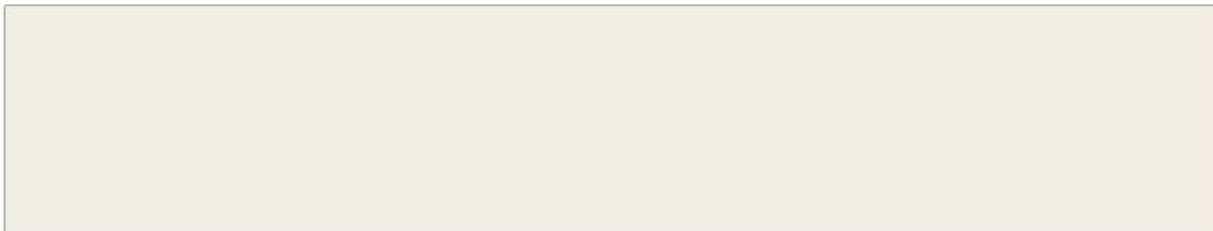
Watch the Critical Thinking video. Then answer the questions.



- ✓ People are more interested in vegetarian foods now than in the past.
- 7 Which supporting detail for this statement is stronger?
"Sweden is moving toward a cashless society."
 Most stores in Sweden accept credit cards for payment.
- ✓ People are buying fewer things with cash in Sweden.
- 8 Why is "You didn't have to feed them." strong support for this main idea?
"Pet rocks were easy to care for."
 It gives an example directly related to the topic.
 It gives an opinion directly related to the topic.

Match each word or phrase with the correct definition.

1. the amount of money it costs to send a letter or package	postage
2. to understand the main idea of something	get the point
3. not too expensive	reasonable
4. to talk to someone in a friendly, informal way	chat
5. to publish information to persuade people to buy something	advertise
6. to come to understand that something is true	realize
7. to do something that goes against what is currently popular	buck the trend
8. that may possibly become something	potential



Choose the correct collocations to complete the sentences.

- following
- ✓ bucking
- 2. Our company's sales are going up. I hope we ____ this trend.
 - start
 - ✓ continue
- 3. Susana never knows what the popular styles are. She doesn't ____ trends.
 - buck
 - ✓ follow
- 4. Everyone wants to wear the same clothes as Juan. He ____ trends.
 - continues
 - ✓ sets
- 5. I think everyone on the team should run before practice. Let's ____ a trend and come 15 minutes early to run.
 - ✓ start

Unit 1 Business and Marketing ▶ Speaking ▶ 11. GRAMMAR Present continuous

Match each question with the correct answer.

1. Are you busy now?	Actually, yes. I'm studying for my history exam.
2. Do you want to come see our new garden?	Not now. It's raining!
3. Hi, Rob. What are you doing?	I'm looking for my dictionary. I just had it!
4. Are you taking any classes this month?	Yes. I'm taking Italian at the Language Center.
5. Where are you going?	To the store. Do you need anything?
6. What are you doing this summer?	I'm working full-time. I'm saving money for a new car.
7. Where are you working?	At a software company in Toronto.

Unit 1 Business and Marketing ▶ Speaking ▶ 12. GRAMMAR EXPANSION Present continuous and simple present

Click **READ** to read about the difference between the present continuous and the simple present. Then choose the correct form to complete each sentence.

READ

1. Jack **wants** to be a fashion designer.
2. This month he **is studying** at a fashion school in Rome.
3. Don't disturb Jack. He **is getting** ready for a big test.
4. He always **helps** his classmates with their homework.
5. He **likes** fashions from the 1950s.
6. His history class **is reading** about the 1970s this week.
7. My parents **believe** that people who work hard can be successful.
8. Linda is never lazy. She **works** hard on everything she does.
9. Elena **is learning** a lot in her literature class this term.
10. I **don't understand** the assignment.

See answers

Try again

Next activity

10/10
Last score

Unit 1 Business and Marketing ▶ Speaking ▶ 14. SPEAKING SKILL Drawing attention to main ideas

Put the sentences in order.

I think this new all-meat diet is just a fad.

In other words, it will never last.

There are a few reasons for this.

First, meat is expensive. And it's not very healthy.

The point is it's a terrible idea.

To sum up, an all-meat diet is a just a fad.

Empty box for writing the answer.

Unit 1 Business and Marketing ▶ Check and Reflect ▶ 17. TRACK YOUR SUCCESS Vocabulary review

Here are some words you learned in this unit. Are the words nouns, verbs, or adjectives? Put them in the correct category. Then go to Tools to see all the words from the unit.

Nouns	Verbs	Adjectives
failure	chat	potential
postage	advertise	affordable
brakes	decline	essential
wheels	realize	wealthy
		enormous
		reasonable

Empty box for user input or feedback.