

The Business 2.0

Print and work: Answer key

Unit 1 Building a career

Grammar 1

- 1 is flying
- 2 isn't
- 3 has been selling
- 4 studied
- 5 begin
- 6 was living
- 7 will find
- 8 is working
- 9 is going to write
- 10 has worked

Grammar 2

- 1 am looking
- 2 believe
- 3 ran
- 4 maximized
- 5 implemented
- 6 have been acquiring
- 7 have learned
- 8 will be
- 9 offer
- 10 will call

Grammar 3

- 1 will earn
- 2 would attract
- 3 had informed
- 4 spent
- 5 set
- 6 would increase
- 7 complete
- 8 will move
- 9 would have attracted
- 10 would start

Grammar 4

- 1 am attending
- 2 will decline
- 3 am going to apply
- 4 'll collect
- 5 will become
- 6 is having
- 7 am going to take
- 8 are leaving

Vocabulary 1

- 1 made redundant
- 2 joining another company
- 3 took a sabbatical
- 4 laid off
- 5 dismissed
- 6 quit
- 7 promoted
- 8 suspended
- 9 gave in my notice
- 10 transferred

Vocabulary 2

- 1 Designed
- 2 implemented
- 3 Recruited
- 4 trained
- 5 Chaired
- 6 presented
- 7 Managed
- 8 motivated
- 9 Exceeded
- 10 Drew
- 11 met
- 12 Contacted

Vocabulary 3

- 1 have
- 2 gain
- 3 obtain
- 4 gain
- 5 making
- 6 acquired
- 7 boosted
- 8 going to
- 9 receive
- 10 enhance

Vocabulary 4

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

Listening 1

- 1 True
- 2 False
- 3 False
- 4 False
- 5 False
- 6 True
- 7 True
- 8 False
- 9 True
- 10 True

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Vocabulary 4

1 a) 2 c) 3 e) 4 f) 5 d) 6 b) 7 g) 8 h)

Listening 1

- 1 I
- 2 NI
- 3 NI
- 4 I
- 5 I
- 6 NI
- 7 NI
- 8 I
- 9 I
- 10 I

Listening 2

- 1 False
- 2 True
- 3 False
- 4 False
- 5 True
- 6 False
- 7 True
- 8 False
- 9 True
- 10 False

Pronunciation

- 1 ↘
- 2 ↗
- 3 ↘
- 4 ↗
- 5 ↘
- 6 ↘
- 7 ↗
- 8 ↘

Unit 3 Quality

Grammar 1

- 1 have labelled
- 2 can be learned
- 3 are handled
- 4 will be generated
- 5 prepare
- 6 can be achieved
- 7 are given
- 8 can be compared
- 9 will have resulted
- 10 are interviewed
- 11 will not be revealed
- 12 improve

Grammar 2

- 1 Is the photocopier being serviced at the moment?
- 2 Was it repaired last Tuesday?
- 3 Do you think it will be mended by next week?
- 4 When was the old one replaced?
- 5 Was it used correctly?
- 6 Have you been trained to operate it?
- 7 Is some training being organized at the moment?
- 8 When was the last time it was serviced?

Grammar 3

- 1 A new accountant could have been hired last year.
- 2 A smaller version might have been made.
- 3 It should be fixed by the maintenance people.
- 4 The procedure could be rewritten.
- 5 A mistake must have been made.
- 6 I might have been informed!
- 7 It can't have been deleted!
- 8 The meeting should have been postponed.

Grammar 4

1 c) 2 d) 3 a) 4 g) 5 h) 6 b) 7 e) 8 f)

Vocabulary 1

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

Vocabulary 2

- 1 practice
- 2 continuous
- 3 assurance
- 4 measurable
- 5 standards
- 6 technical
- 7 expectations
- 8 management
- 9 design

Vocabulary 3

- 1 heavy-duty
- 2 shoddy
- 3 poorly-designed
- 4 cracked
- 5 fragile
- 6 defective
- 7 flimsy
- 8 reliable

Vocabulary 4

- 1 unreliable
- 2 satisfaction
- 3 tolerate
- 4 specifications
- 5 standardized
- 6 auditors
- 7 compliance
- 8 improvement

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Listening 1

- Sales
- costs have increased more than sales
- 120%
- remained steady
- isn't mentioned
- will have to restructure
- in other departments as well
- solutions

Listening 2

- at the graph on the left
- As you can see
- Just to digress a moment
- In other words
- I mean is
- I must emphasize
- Is that clear
- So, now let's turn
- Now, I'd like
- Does that make sense?

Pronunciation

- 1 b) 2 c) 3 b) 4 b) 5 a) 6 b) 7 a) 8 b)

Unit 4 Feedback

Grammar 1

- shouldn't have chosen
- could have predicted
- should have put
- would have done
- might have been
- would she have listened
- ought to have been taken
- must have wasted
- could have made

Grammar 2

- might have found
- shouldn't have lost
- ought to have prepared
- would have made
- might have been
- should have fixed
- might have made
- could have got

Grammar 3

- 1 d) 2 e) 3 g) 4 h) 5 b) 6 f) 7 a) 8 c)

Grammar 4

- are used to seeing
- used to think
- gets used to
- used to feel
- used to work
- wasn't used to being
- had got used to being
- used to

Vocabulary 1

¹ M	² O	T	I	V	³ A	T	I	N	G	
	B				G					
	S				G					
	E				R		⁴ C			
	S				E		O			
	S				⁵ S	I	N	G	L	⁶ E
	I				S		F			A
	V				I		I			S
⁷ O	V	E	R		V		D			Y
					E		E			
							N			
⁸ C	H	A	R	I	S	M	A	T	I	C

Vocabulary 2

- 1 a) 2 c) 3 f) 4 h) 5 b) 6 d) 7 g) 8 e)

Vocabulary 3

- pull
- pass
- burned
- pull
- let
- take
- settles
- get

Vocabulary 4

- achieved
- reaching
- fix
- missed
- set
- establish
- stick to
- meet

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Listening 1

1 a) 2 c) 3 a) 4 b) 5 b) 6 a) 7 a)

Listening 2

Recognizing merit	Constructive criticism
I'm very thankful for the support Thanks to you I want to say how much I appreciate These are the qualities we are looking for	Do you have any idea why You should have asked someone for help It has come to my attention

Pronunciation

- 1 ↓
- 2 ↓
- 3 ↓
- 4 ↓
- 5 ↗
- 6 ↓
- 7 ↓
- 8 ↓

Unit 5 Selling more

Grammar 1

- 1 don't
- 2 can
- 3 have
- 4 isn't
- 5 doesn't
- 6 did
- 7 hadn't
- 8 didn't

Grammar 2

- 1 don't they
- 2 shall we
- 3 aren't I
- 4 would they
- 5 can't it
- 6 will they
- 7 won't you
- 8 shall I

Grammar 3

- 1 Wouldn't it be better to buy it in a local shop?
- 2 Won't it be cheaper if we send it by post?
- 3 Didn't Jun talk to you about it yesterday?
- 4 Haven't you done this before?
- 5 Isn't there always a solution?
- 6 Don't we purchase imported products?
- 7 Haven't I worked with you before?
- 8 Don't you like meetings?

Grammar 4

- 1 Don't your customers
- 2 Can't we arrange
- 3 Isn't the market becoming
- 4 Can't I buy
- 5 Don't you value
- 6 Haven't your competitors adopted
- 7 Don't they expect
- 8 Shouldn't we agree

Vocabulary 1

- 1 leader
- 2 share
- 3 enter
- 4 study
- 5 bring
- 6 research
- 7 flood
- 8 declining
- 9 niche
- 10 segmentation

Vocabulary 2

- 1 advertising
- 2 undercover marketing
- 3 e-marketing
- 4 viral marketing
- 5 product placement
- 6 direct marketing

Vocabulary 3

- 1 price
- 2 cost to the consumer
- 3 promotion
- 4 communication
- 5 product
- 6 customer solution
- 7 placement
- 8 convenience
- 9 coherency
- 10 dynamics

Vocabulary 4

- 1 d) 2 a) 3 b) 4 c) 5 e)

Listening 1

- 1 True
- 2 False
- 3 False
- 4 True
- 5 False
- 6 True
- 7 True
- 8 True

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Listening 2

- 1 I know exactly
- 2 You don't want
- 3 I'm glad you
- 4 Does that answer
- 5 So tell me
- 6 I understand you
- 7 A lot of our customers
- 8 they soon realized
- 9 Does that make
- 10 Are you OK

Pronunciation

- 1 ↘
- 2 ↗
- 3 ↘
- 4 ↘
- 5 ↘
- 6 ↗
- 7 ↗
- 8 ↗

Unit 6 New business

Grammar 1

- 1 'll ask
- 2 will be sitting
- 3 'll be leaving
- 4 'll get
- 5 'll be going
- 6 'll tell
- 7 'll go
- 8 will be doing

Grammar 2

- 1 will have retired
- 2 will have celebrated
- 3 will have married
- 4 will have been replaced
- 5 will have finished
- 6 will have won
- 7 will have celebrated
- 8 will have reminded

Grammar 3

- 1 Will you be seeing Axel this week?
- 2 Will Jon be eating with us this evening?
- 3 Will Mr Sarayan be coming to the meeting with you?
- 4 Will you be staying here in the office at lunchtime?
- 5 What will you be doing on your next holiday?
- 6 Will Mr Windsor and his wife be flying to Ontario with us?
- 7 What will Pancho be doing while you're away?
- 8 Will you be phoning the office before we leave?

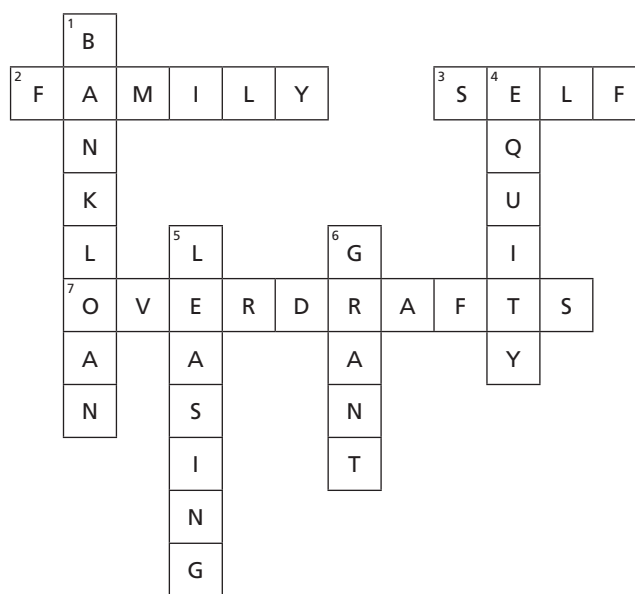
Grammar 4

- 1 will have completed
- 2 will have been travelling
- 3 'll have spoken
- 4 'll have been working
- 5 will have made
- 6 will have been working
- 7 will have been coming
- 8 will have written

Vocabulary 1

- 1 lack of trust
- 2 no growth potential.
- 3 just based on assumptions
- 4 too complex
- 5 sufficient financial returns
- 6 a lack of market awareness
- 7 a track record
- 8 a lack of skills

Vocabulary 2



Vocabulary 3

- 1 interest-free
- 2 cash flow
- 3 payments
- 4 security
- 5 guarantor
- 6 maintenance
- 7 grant

Vocabulary 4

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

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Listening 1

- 1 False
- 2 True
- 3 False
- 4 True
- 5 False
- 6 False
- 7 True
- 8 False

Listening 2

- 1 NI
- 2 NI
- 3 I
- 4 I
- 5 NI
- 6 NI
- 7 I
- 8 I
- 9 NI
- 10 I

Pronunciation

- 1 a)
- 2 b)
- 3 a)
- 4 a)
- 5 b)
- 6 a)
- 7 b)
- 8 b)

Unit 7 Financial control

Grammar 1

- 1 led to
- 2 brought about
- 3 was due to
- 4 stemmed from
- 5 resulted in
- 6 gave rise to
- 7 originated in

Grammar 2

- 1 were not able to complete
- 2 managed to break
- 3 hadn't succeeded in obtaining
- 4 failed to inform
- 5 unable to focus
- 6 don't manage to recruit
- 7 was able to convince
- 8 succeed in expanding

Grammar 3

- 1 Incorrect
- 2 Incorrect
- 3 Incorrect
- 4 Correct
- 5 Incorrect
- 6 Incorrect
- 7 Incorrect
- 8 Incorrect
- 9 Correct
- 10 Incorrect

Grammar 4

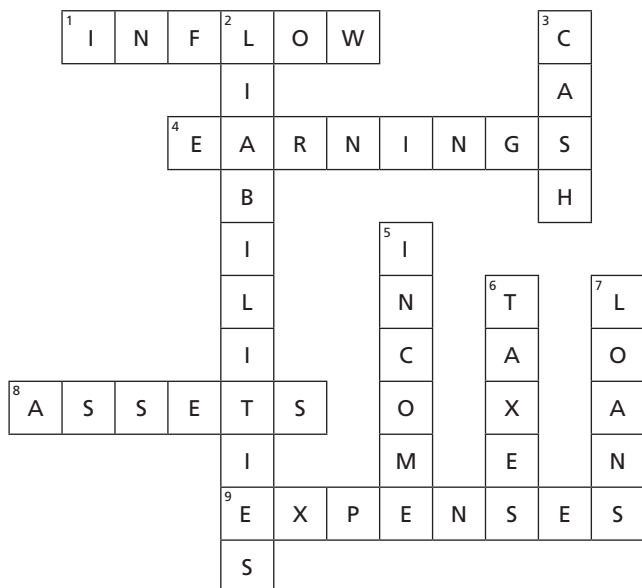
- 1 X
- 2 the
- 3 X
- 4 X
- 5 the
- 6 the
- 7 X
- 8 X
- 9 a
- 10 X
- 11 a
- 12 X
- 13 a
- 14 X
- 15 an
- 16 X

Vocabulary 1

- 1 let
- 2 encourage
- 3 made
- 4 compel
- 5 enables
- 6 prevent
- 7 discouraged
- 8 force
- 9 prohibited
- 10 helped

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Vocabulary 2



Vocabulary 3

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

Vocabulary 4

- depreciation
- accounts payable
- accounts receivable
- raw materials
- payroll
- rent
- extraordinary income
- plant and machinery

Listening 1

- b)
- a)
- a)
- b)
- a)
- b)
- b)
- b)

Listening 2

- Could you be
- What I mean is
- To recap
- what exactly do you mean by
- Does that make sense
- I follow you
- If I understand correctly
- In other words
- what you're saying is
- let me just summarize

Pronunciation

- ↗
- ↘
- ↘
- ↗
- ↘
- ↘
- ↘
- ↘

Unit 8 Fair trade

Grammar 1

- must
- are allowed
- mustn't
- have to
- don't have to
- can't
- are not allowed
- can

Grammar 2

- aren't allowed to
- don't have to
- have to
- must
- shall
- may
- can't
- can

Grammar 3

- possibility
- permission
- possibility
- possibility
- obligation
- permission
- permission
- obligation

Grammar 4

- On no account should users share their PIN numbers.
- Not only do they want ethical products, they expect them.
- Only once our lawyers agree will we sign the contract.
- Never had we thought that it would fail.
- Not until July 2016 can you terminate this agreement.
- Under no circumstances shall employees download music.

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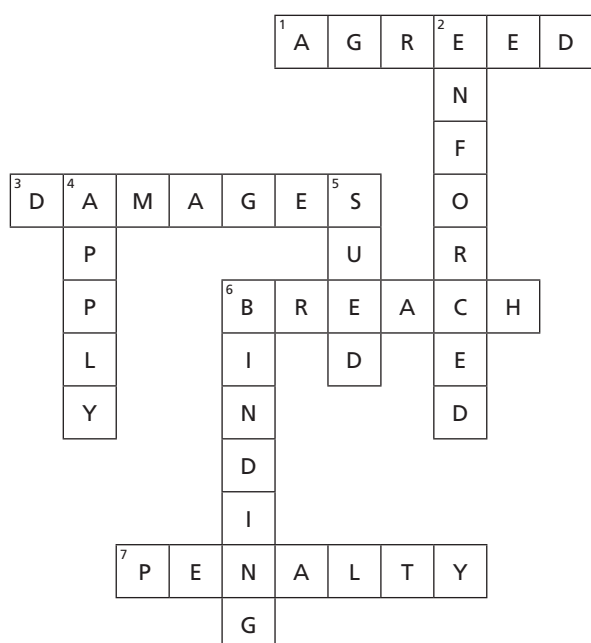
Vocabulary 1

- 1 negotiate
- 2 awarded
- 3 signing
- 4 draft
- 5 amend
- 6 renege
- 7 cancel
- 8 broke

Listening 2

- 1 Rebecca
- 2 Rebecca
- 3 Kenneth
- 4 Kenneth
- 5 Rebecca
- 6 Rebecca
- 7 Kenneth
- 8 Kenneth

Vocabulary 2



Pronunciation

- 1 We are ready to come to an agreement, ... ↘
... on the understanding that our terms are accepted. ↘
- 2 Shall we split the difference? ↗
- 3 That sounds fair. ↘
- 4 I'd be glad to help you, ↘
... unless someone else has already offered. ↗
- 5 I'm sorry, →
... but I'm not sure that would work. ↗
- 6 What would be the best way to solve this problem? ↘

Vocabulary 3

- 1 f) 2 d) 3 b) 4 c) 5 g) 6 h) 7 a) 8 e)

Vocabulary 4

- 1 accountability
- 2 ethics
- 3 empowerment
- 4 regulatory bodies
- 5 corporate governance
- 6 best practice

Listening 1

- 1 b)
- 2 a)
- 3 b)
- 4 a)
- 5 b)
- 6 a)
- 7 b)
- 8 a)