

# U14 - GRAMMAR - 2.



Complete the sentences with a suitable linker from the box.

although    despite    however    in spite of

- 1 *Despite* being well known for its ability to bounce back, the company never recovered from the food poisoning scandal.
- 2 When a plane crashes, the cargo and baggage may be considered less important than the passengers. To the fire and rescue crew, ..... , flammable materials or chemicals are matters of life or death.
- 3 ..... the new legislation requires airlines to be more responsive to the needs of victims' families after crashes, there are still too many examples of crises that have been handled insensitively.
- 4 The railway authorities were sharply criticised ..... their effective handling of the disaster.
- 5 They failed to forestall a crisis ..... they had faced similar difficulties in the past.
- 6 The organisation had carefully analysed the situation. .... , their action plan foundered.



Rewrite the sentences in exercise A using the linker in brackets.

- 1 (*however*) *The company was well known for its ability to bounce back... However, it never recovered from the food poisoning scandal.*.....
- 2 (*although*) .....
- 3 (*however*) .....
- 4 (*although*) .....
- 5 (*in spite of*) .....
- 6 (*despite*) .....



Circle the correct linker in each of the sentences.

- 1 In times of crisis, it is important for a company to communicate honestly with its customers and shareholders *as well as* / *furthermore* with its employees.
- 2 *Moreover* / *In addition to* giving a large press conference, they issued numerous press releases.
- 3 Managers should not be unduly worried about making mistakes. *In fact* / *As well as*, they should make a point of learning from them.
- 4 *As well as* / *Moreover* being innovative, their crisis management team always reaches quick decisions.
- 5 Their speed of response was astonishing. *Moreover* / *In addition to*, they kept everyone informed throughout.

# VI4 - GRAMMAR - 1

1.

Match the appropriate sentence halves below and join them with the correct linker.

<ol style="list-style-type: none"> <li>1 The company is planning a direct mail campaign</li> <li>2 Their mailing list contains plenty of information and data</li> <li>3 Their competitors, however, still have to go through a specialist direct mail agency</li> <li>4 Every company must work hard</li> <li>5 The government decided to introduce a quota</li> <li>6 They increased their competitiveness</li> </ol>	<p><i>in order to</i></p> <p><i>with a view to</i></p> <p><i>so that</i></p>	<p>compete or even survive.</p> <p>improving sales of their range of office supplies.</p> <p>limiting imports of textile products from India.</p> <p>reach potential customers, which costs them extra time and money.</p> <p>their market share would increase.</p> <p>they won't have any difficulty identifying the most appropriate recipients for the mailshots.</p>
---	--	---

2.

Complete each sentence with the correct linker.

- 1 Sanlito and RKB have only been doing business for a couple of months. Nevertheless, Sanlito's management has already given RKB their full confidence.  
 a) Despite                      b) Nevertheless                      c) Besides
- 2 Their prices are very competitive. ...., we have decided not to do business with them.  
 a) Nonetheless                      b) Although                      c) Furthermore
- 3 We reached out to customers with special offers, continuity programmes and appreciation letters. ...., customer retention did not improve.  
 a) However                      b) Despite                      c) Even though
- 4 Negotiating prices and securing orders is very exciting. ...., ensuring that the customer remains a customer can be less stimulating.  
 a) Moreover                      b) In spite of                      c) On the other hand
- 5 He likes keeping himself to himself. .... he spends a lot of time entertaining suppliers.  
 a) As well as                      b) Besides                      c) Yet

3.

Complete the sentences with the best linker.

- 1 Since everybody is here, I suggest we get down to business.  
 a) Since                      b) Due to                      c) Owing to
- 2 The introduction of our new model was delayed ..... production problems.  
 a) owing to                      b) because                      c) for
- 3 The slow rise in profit figures is ..... our large investments in new machinery.  
 a) because                      b) since                      c) due to
- 4 The band's second album didn't do very well, ..... their video was banned.  
 a) owing to                      b) as                      c) so
- 5 The project manager's off sick, ..... there's little chance of achieving much this week.  
 a) as                      b) so                      c) since
- 6 ..... unforeseen circumstances, the CEO had to resign.

