

UNIT FIVE – THE PACE OF CHANGE

COURSEBOOK, p. 44; READING

Using the information in the book answer the following questions:

1. What in the context of the article is a start-up?
2. How does Pets Mobility go to the limit in the design of its mobile phones?
3. What is the idea behind PetsCell, its astounding device?
4. How would you interpret the following: The mobile-telecoms industry has become a victim of its own success.
5. In what context are China and Africa mentioned in this article?
6. In Bangladesh ladies are able to use a mobile only one minute a month. T/F
7. Who is it a subscriber?
8. What is an untapped market?
9. Apart from creating new versions for animals what are another possible approaches to boosting the demand for cell phones?
10. Describe these in more detail?
11. What does the word convergence mean?
12. What is the last phone-free environment these days?
13. What is fixed mobile convergence?
14. With the current rate of growth the market will be fully saturated by 2015. T/F
15. Explain the phrase: *saturated market*.

COURSEBOOK, p. 45; READING

1. What will the new strategy of Motorola lead to?
2. Motorola is a market follower in the highly competitive industry of mobile phones. T/F
3. Saturated market is a market with lots of potential subscribers. T/F
4. Describe the latest development of the market share of mobile phone makers.
5. What do shareholders want the management of the mobile phone producers to do?
6. How will they achieve this?
7. What is it a revenue?
8. How has their latest model Razr V3 been described?

9. What are Motorola's plans with the Internet?

COURSEBOOK, p. 46; READING

1. Who is Eric Drexler?
2. What is nanotechnology?
3. Find the synonymous expression for *nanotechnology* in the text.
4. What did Richard Feynman say of the future of nanotechnology? Who were his ideas important for?
5. At the moment there are many commercial products on the market produced using nanotechnology. T/F
6. What might slow down the arrival of new products?

WORKBOOK, p. 23; LISTENING

TASK In the listening exercise find the translations for the following:

1. náhradníci, kteří podávají zprávu svému nadřízenému =
2. co chcete z události získat (vytěžit) =
3. návratnost investice =
3. globální kritéria aplikovaná na všechny typy školení/instruktáží =
4. rozvinout své schopnosti =
4. ujasňovat cíle =
4. mít nereálné požadavky =
4. přerušit někoho, když mluví =
5. přidělit úkol zaměstnanci =

WORKBOOK, p. 21; READING

TASK Using the information in the text, answer the following questions.

1. What is WiMax? What is its main function?
2. The impact of WiMax on the world has generally been underrated or overrated?
3. What's the difference between WiMax and Wi-Fi technology?
4. There are no WiMax products/devices on the market these days. T/F
5. The hype about the potential impact of WiMax products has been replaced with scepticism. T/F
6. How do you understand the phrase "hot air"?

WORKBOOK, p. 22; READING

1. What is it a breakthrough?
2. What's the purpose of the described gadget?
3. Where is the gadget located and how does it operate?
4. What happens if the child doesn't walk enough?