

**Read the question, add some words and discuss with your partner.**

**1. WHAT IS IMPORTANT WHEN ... ?**

*Interviewing candidates for a job*

- Personal qualities
- Qualifications
- ...

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**2. WHAT IS IMPORTANT WHEN ... ?**

*Conducting market research*

- Competition
- Characteristics of sample
- ...

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**3. WHAT IS IMPORTANT WHEN ... ?**

*Organising a training programme*

- Availability
- Costs
- ...

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**4. WHAT IS IMPORTANT WHEN ... ?**

*Planning a career*

- Qualifications
- Future trends
- ...

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**5. WHAT IS IMPORTANT WHEN ... ?**

*Choosing a new supplier*

- Product quality
- Costs
- ...

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**6. WHAT IS IMPORTANT WHEN ... ?**

*Delegating tasks*

- Priorities
- Previous experience
- ...

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**7. WHAT IS IMPORTANT WHEN ... ?**

*Making a job application*

- Knowing about the company
- Preparing for questions
- ...

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**8. WHAT IS IMPORTANT WHEN ... ?**

*Improving customers relations*

- Conducting surveys
- Regular training
- ...

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**9. WHAT IS IMPORTANT WHEN ... ?**

*Controlling costs*

- Finance systems
- Arrangements with suppliers
- ...

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**10. WHAT IS IMPORTANT WHEN ... ?**

*Introducing new technology*

- Expert advice
- After-sales service
- ...

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**11. WHAT IS IMPORTANT WHEN ... ?**

*Dealing with clients*

- Understanding needs
- Negotiating skills
- ...

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**12. WHAT IS IMPORTANT WHEN ... ?**

*Aiming to improve product quality*

- Reviewing staff training
- Inspecting machinery
- ...

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**13. WHAT IS IMPORTANT WHEN ... ?**

*Advertising a product or service*

- Appropriate media
- Competition
- ...

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**14. WHAT IS IMPORTANT WHEN ... ?**

*Preparing to attend a conference*

- Planning the journey
- Information about the speakers
- ...

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**15. WHAT IS IMPORTANT WHEN ... ?**

*Setting targets*

- Staff morale
- Planning
- ...

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**16. WHAT IS IMPORTANT WHEN ... ?**

*Managing staff*

- Motivation
- Experience
- ...

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**17. WHAT IS IMPORTANT WHEN ... ?**

*Attracting investment*

- Public relations
- Strategic planning
- ...

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**18. WHAT IS IMPORTANT WHEN ... ?**

*Preparing for a product launch*

- People involved
- Costs
- ...