

Week 4 – Key – Presentations: Signalling Devices, Ending

2.

A. Linking to the main body

B. 6

C. 7

D. 4

E. 1

F. 2

G. 3

H. 5

5.

Version 2

So, before we move on to discuss these matters, **let me just summarize the main issues** as I see them. **Firstly**, on the product side, there's the question of diversity of product range. **Secondly**, on the marketing front, we need to review our distribution network. And **thirdly**, on the personnel side, we need to look at the sort of employer we are, and want to become. So, **I suggest we look at** things in that order: product, distribution, and people. Hopefully this will help us to agree on a clear way forward. Right, before we start, **are there any questions you'd like to ask.**

6.

a 6

b 5

c 1

d 3

e 4

f 2