

Language Review

1. Complete the sentences with either the Present Simple or the Present Continuous forms of the verbs in brackets.

- 1) At the moment we (look) for a new brand name that suggests something about the product's benefits and qualities.
- 2) As a rule we (develop) brands that say something.
- 3) Leading brand names (create) strong consumer loyalty.
- 4) Now we (try) to develop a brand with personality
- 5) Chanel (sell) cosmetics and toiletries to consumers around the world.
- 6) This year L'Oreal (invest) over \$ 180 m in brand protection programs.
- 7) The marketing department always (keep) within its budget.
- 8) Because a company made a loss last year, the marketing department (try) to reduce costs.

2. Present Simple or Present Continuous? Choose the most appropriate form.

- 1) According to today's news, the Chinese market *crashes /is crashing*.
- 2) Only loyal consumers *buy/are buying* our products.
- 3) At this very moment many companies *think/ are thinking* about quitting the market.
- 4) Brand recognition *goes / is going up* slowly at the present time, despite a lot of spending on marketing.
- 5) Demand for luxury products *drops / is dropping* due to the current recession.
- 6) Chanel *defends / is defending* its intellectual property rights
- 7) Our brand image *gets/ is getting* worse these days due to some recent scandals.
- 8) Our competitors *launch /are launching* new products twice as often as we do every year.
- 9) Our main competitor *develops/ is developing* something similar to our best selling product.
- 10) Our market share *shrinks/ is shrinking* at this time.

3. Complete the text below with the present simple or the present continuous form of the verbs in the brackets.

I _____ (work) at the marketing department. I _____ (work) with the advertising department on next year's advertising campaign. I _____ (work) in a branch office just north of Minsk. I'm a design manager so I work in different clients' offices. I often _____ (visit) clients in cities around Belarus. I'm in Minsk today because _____ I (visit) our head office here. I _____ (presently work) in this building, on the 13th floor. This year we (create) a completely new brand so _____ (attend) the conference on the 23th, March in order to find new customers. I _____ (attend) trade fairs three or four times a year. We _____ (try) to expand our company's brand awareness in our country and abroad. I think we _____ (become) more fashionable at the moment.

4. Two managers of an advertising company are trying to arrange a meeting. Put the verbs in brackets into the present continuous.

PETER: Jack, Peter here. Could we arrange a time tomorrow to talk about the new freight schedules? Say, er ...9.15?

JACK: I'm a bit busy first thing because I (1) *am having* (have) a meeting with a new driver. Would 10 o'clock suit you?

PETER: I'm afraid not. I (2) _____ (go) over to the factory, and after that I (3) _____ (see)

Mr. Henderson for lunch.

JACK: What time (4) _____ (you/come) back?

PETER: At about 2.30 I suppose, but I (5) _____ (not/do) anything special after that. Would you be free then?

JACK: No, I don't think so. I (6) _____ (see) a sales rep from Mercedes from 2.00 unit about 3.00. So shall we say 3.45?

PETER: Fine. I'll ask Janet to come along as well. I (7) _____ (have) lunch with her today, and I'll tell her about it.

5. Going to – decisions and intentions

Use the verb in brackets to say what the following people are going to do.

1) The Unions have been offered a 3.9% pay rise.

(not accept) *They are not going to accept it.*

2) We have ordered over £1.5m of new equipment for the factory.

(modernize) _____

3) Mrs. Mason has booked three weeks' leave in October.

(have a holiday) _____

4) The engineers have finished the design for the new engine.

(build/prototype) _____

5) Our trials have shown that the new vaccine is commercially viable.

(produce) _____

6. Going to – predictions

Use the words in brackets to make predictions with going to.

1) The stock market is very over-valued.

(be/correction) *There is going to be a correction soon.*

2) Demand for tin is rising, but supply is falling.

(price/rise) _____

3) The company is in serious financial difficulty.

(go bankrupt) _____

4) My boss is looking for another job.

(leave the company) _____

5) We should have left much earlier.

(be late) _____

7. Will or present continuous?

The export manager of a large company is talking to his PA about a sales trip. Put the verbs in the following sentences using will or present continuous.

JANET: I've booked your flight and hotels for your trip to Ethiopia. You (1) *are leaving* (leave) on the 18th at 6.30 a.m., and that means you (2) _____ (be) in Addis Ababa late afternoon.

DEVID: What about hotels?

JANET: You (3) _____ (stay) at the Addis Ababa Hilton, and you (4) _____ (have) to get a taxi there from the airport. Your first meeting is on Monday, and you (5) _____ (see) Mr. Haile Mariam from the Ministry of Agriculture at 10.30.

DEVID: (6) _____ (I/need) any vaccinations?

JANET: I'm not sure, but leave it with me. I (7) _____ (phone) the travel agent, and I (8) _____ (let) you know what she says.

8. Will or going to?

Fill in the blanks with the correct form of the future, using will or going to.

A: I'm afraid the fax machine isn't working. B: Don't worry; it's not a very urgent letter. I *will post* (post) it.

A: We've chosen a brand name for the new biscuits. B: Really? What _____ (you/call) them?

A: Why are you taking the day off on Friday? B: I _____ (look) at a new house.

A: I'm afraid there's no sugar. Do you want a coffee without any? B: No, I _____ (not have) one, thanks.

A: Have you decided what to do about improving the circulation of the magazine? B: Yes, we _____ (cut) the cover price by 10% as from October.

A: I'm afraid I can't take you to the airport. Something important has just come up. B: Never mind. I _____ (take) a taxi.

A: Do you need any help? B: Oh, yes please. _____ (you/carry) the display stand for me?

A: Could you make sure Mr. Wilson gets my message? B: Yes, I _____ (tell) him myself when he gets in.

9. Put the verbs into the correct form (will, going to, simple present or present continuous).

1) I love London. I (probably / go) there next year.

2) Our train (leave) at 4:47.

3) This is my last day here. I (go) back to England tomorrow.

4) Hurry up! The conference (begin) at 8.20.

5) We (to have) business dinner at a nice restaurant on Saturday.

6) On Friday at 8 o'clock I (to meet) my partner.

7) They (to fly) to London on Friday evening.

8) Wait! I (to drive) you to the airport

9) The conference (to start) at 8:45.

10) I (to see) my travel agent in the afternoon.

10. Add comments to the sentences. Use the present continuous, present simple, going to or will.

1) I'm afraid I can't meet you for lunch on the 30th. *I'm seeing Mr. Karlssen in Oslo.*

2) The management has announced how they intend to reduce costs.

3) I'm sorry. I didn't realize you were busy.

4) Our Sales Manager has finally chosen what he wants as a company car.

5) I need some time to think about this proposal.

6) Our Export Manager is in Peru at the moment looking for new partners.

7) Before leaving the office, let's check thy details of your flight..

11. Underline the correct words.

- 1) Yesterday *I phoned/I've phoned* the bank about our overdraft
- 2) I *work/I have worked* here since the end of last year.
- 3) I *work/I have worked* from home one day a week.
- 4) I'm enjoying the conference. I *made/I have made* a lot of useful contacts.
- 5) I *saw/I've seen* Hugh Hopper a few days ago – he sends his regards.
- 6) *We went/We have been* to an interesting seminar last week.
- 7) Today *has been/was* really busy – and it's only lunchtime!
- 8) Today *has been/was* really busy. It's 7 pm – I'm going home.
- 9) I'm sorry but Patricia *left/has left* the office an hour ago.
- 10) Patricia? No, she isn't here right now. She *left/has left* the office.

12. Put the verbs in brackets into either the present simple, past simple or present perfect.

- 1) The company is doing very well. Last year sales went up (go up) 15%, and so far this year they have gone up (go up) another 12%.
- 2) We _____ (operate) all over Latin America. Recently we (set up) branches in Peru and Colombia.
- 3) _____ (you/see) my laptop? I'm sure I _____ (leave) it here earlier.
- 4) This _____ (not look) like the right block. Are you sure we _____ (come) to the right address?
- 5) I _____ (never/speak) to him, but I _____ (speak) to his assistant on the phone yesterday.
- 6) I _____ (work) for WorldCom since last year, but now I _____ (want) to change jobs. (you /hear) of anyone taking on new staff?
- 7) Last year our company _____ (report) a small increase in profit. This year we _____ (see) continued improvement and our turnover _____ (rise) by 15 per cent. This is very good news in a difficult world market. In fact internationally, the market _____ (fall). Naturally, our costs _____ (go up) and so the rise in profits is not so great. It is true that our domestic performance _____ (be helped) by the collapse of our competitor, Capra & Pecora, which _____ (go out of business) in January.

13. Put the verbs into the correct form of the past simple or present perfect simple. Use contractions where possible.

- VICTORIA: Hi, Sue. I ¹ haven't seen (not/see) you for ages!
- SUE: Hi, Victoria, nice to see you again. No, you're right, I ² _____ (not/be) in touch with anyone recently.
- VICTORIA: So what have you been up to?
- SUE: You know I ³ _____ (leave) my job in January so that I could go freelance as a graphic designer?
- VICTORIA: Yes, I remember you ⁴ _____ (talk) a lot about that last year.
- SUE: Well, it ⁵ _____ (be) a really difficult year so far. I ⁶ _____ (never/do) anything like this before and it's much harder than I ⁷ _____ (imagine).

- ⁸ _____ (you/ever/be) self-employed?
- VICTORIA: No, never, although I ⁹ _____ (often/think) about it. So why ¹⁰ _____ (it/be) so difficult?
- SUE: There's a lot of insecurity. At the beginning I ¹¹ _____ (have) two or three good clients. These are people that I ¹² _____ (know) for many years. They're still with me. But apart from that nothing really.
- VICTORIA: What about advertising in the specialist magazines?
- SUE: Yes, I ¹³ _____ (already/do) that. I ¹⁴ _____ (put) an advert in Design Monthly a couple of months ago but there were only a few replies. But I have a new website and I'm quite optimistic about using it to generate business. I ¹⁵ _____ (finish) it just last week. It's optimized for search engines so that people can find me more easily. I ¹⁶ _____ (have) quite a few hits already, so things might improve soon.

14. Choose the correct alternative.

- 1 My sister *has been* / *was* interested in medicine ever since she *has been* / *she was* a child.
- 2 How long *have you studied* / *did you study* before you *have qualified* / *you qualified*?
- 3 Where *have you first met* / *did you first meet* your boyfriend?
- 4 Is this the first time *you've cooked* / *you cooked* dinner for the whole family?
- 5 *We've wanted* / *We wanted* to go to out last night, but *we haven't had* / *we didn't have* any money.
- 6 What can we do? I'm sure something *has happened* / *happened* to Alex. We've been calling for over an hour and *he still hasn't answered* / *he still didn't answer*.
- 7 *We have posted* / *We posted* the contract to you three weeks ago. If *you haven't received* / *you didn't receive* it yet, please email us immediately.
- 8 I'm exhausted. I've never realised / I never realised before how hard the work is!

15. Complete the text about technology stocks by putting the verbs into the correct form of the past simple or present perfect.

MARKET REPORT a rocky road for tech stocks

European investors ¹have watched (watch) US stock markets nervously over the last few months. The problems with US technology and telecomms stocks ² _____ (begin) last March, and since then share prices at companies like Intel, HP and Apple ³ _____ (crash). Over the summer all these giants ⁴ _____ (announce) lower than expected profits, and investors fear that in the current economic climate demand for their products ⁵ _____ (peak). Now it's the turn of European stocks, and on Monday stocks in Germany's SAP and Finland's Nokia ⁶ _____ (fall) sharply. SAP ⁷ _____ (be) down 4%. But there was some good news for investors yesterday. Capgemini ⁸ _____ (release) figures which showed that this year revenues ⁹ _____ (rise) to €9,100 million, up from €8,700 million last year. In recent years Capgemini ¹⁰ _____ (become) one of the leading players in the global IT services market, alongside IBM, EDS and Accenture. The company ¹¹ _____ (also/lead) the way in the use of offshoring, often transferring work to countries such as India and Poland. This ¹² _____ (improve) profitability as well as providing a wider range of options in the event of a sudden change in the market.