

For Students: Please listen to the teacher read the dialogues and question before answering each question. Please answer the questions with the full answer rather than only the number. The dialogues are contained in this pack after the question for your review. Please do not read them until instructed to do so by the teacher or after the lesson.

Part 1 – Conversations



L1E 12-3

No. 1

- 1 Change their advertising strategy.
- 2 Wait for the results of the TV ads.
- 3 Carry out more marketing polls.
- 4 Cancel the direct-mail campaign.

No. 2

- 1 Water conditions will worsen tomorrow.
- 2 Refunds are not given on the same day.
- 3 Good swimming ability is not required.
- 4 It is likely more people will cancel.

No. 3

- 1 The company can transfer another employee.
- 2 Lenny's transfer could be postponed.
- 3 The company will find a replacement in Hong Kong.
- 4 Lenny should reconsider his decision.

No. 4

- 1 Its performance has been poor recently.
- 2 Projections show the interest rate will fall.
- 3 The interest rate is subject to change.
- 4 He wants to make a short-term investment.

No. 5

- 1 She would rather go away in the summer.
- 2 The man should tell his boss he wants time off.
- 3 She would rather not visit the man's parents.
- 4 The man should arrange the trip himself.

No. 6

- 1 He does not want to be in charge of it.
- 2 The project manager is not effective.
- 3 Some teams are making little effort.
- 4 Its goal keep changing.

No. 7

- 1 Urban farms will not remain popular.
- 2 Supermarkets do not provide good service.
- 3 Growing food yourself is too much work.
- 4 People rely too heavily on supermarkets.

No. 8

- 1 Getting elected is more about publicity than policies.
- 2 Young people should learn more about politics.
- 3 The candidates' policies differ greatly.
- 4 Political ads should be banned.

No. 9

- 1 He does not want to go to the reunion alone.
- 2 He did not enjoy his last high school reunion.
- 3 He does not remember most of his classmates.
- 4 He did not get along with some of his classmates.

No. 10

- 1 The discounts are not on all products.
- 2 The products they want are not available online.
- 3 They would not visit the store very often.
- 4 They think the membership fee is too high.

No. 1

Paul: So, Janet did the boss like our idea for the new TV ad campaign?

Janet: Actually, he said our budget is going to be halved.

Paul: That's insane. That won't be nearly enough.

Janet: Tell me about it. He wants to put more ads on the radio. Thinks it's a more cost-efficient way to reach our target market.

Paul: Not according to our marketing polls.

Janet: He also suggested we try another direct-mail campaign and see how that pans out.

Paul: Well, I guess we'll just have to do what he wants.

Question: What does the boss want these people to do?

No. 2

Mark: Hi, I'd like to sign up for one of your kayak tours tomorrow.

Helen: You're in luck. We just had a cancellation for the 10:30 tour.

Mark: Perfect! I can't swim very well, though. Is that a problem?

Helen: We provide life vests and our guides are trained lifeguards, so it depends on how comfortable you are with that.

Mark: And what if the weather's bad?

Helen: We'll contact you an hour beforehand if the water's too choppy. Then we'll sign you up for another time or refund your money.

Question: What does Helen imply about the tour?

No. 3

Lenny: Ms. Winters, I just heard about my transfer.

Ms. Winters: Yes, Lenny. We're hoping you can turn things around in Hong Kong as effectively as you have here.

Lenny: I appreciate your confidence. One problem, though. My wife's mother has just gone into the hospital. Leaving right now would be difficult.

Ms. Winters: I see. But your skills and experience are vital for this; no one here or in Hong Kong can do what you do.

Lenny: I understand. But does it have to happen immediately?

Ms. Winters: Maybe not. Let me get back to you.

Question: What does Ms. Winters imply?

No. 4

George: I'd like some information about your savings accounts.

Donna: Well, our InvestPlus account has averaged 5% interest over the last 4 years.

George: And what about this year?

Donna: The latest projections are positive, but rates are dependent on market performance.

George: Which means if the rates fall, I'll get next to nothing, right?

Donna: That's possible, but unlikely, sir.

George: I think I'd prefer an account with fixed rates.

Donna: Are you sure? Your potential return would be much smaller.

George: Yes, I'll pass on the InvestPlus account, thanks.

Question: Why does George reject the InvestPlus account?

No. 5

Ashley: I need to start looking for flights if we're going to visit your parents this fall.

Steve: I'm still not sure when I'll be able to get away from work.

Ashley: Look, at some point you've got to put your foot down and tell your boss you're going. Can't you even give me rough date?

Steve: My current project is supposed to end on September 28th. But it'll probably be delayed at least a week.

Ashley: Well, I'll check for flights around October 15th. That'll give you time to finish and arrange your schedule.

Steve: OK.

Question: What does Ashley imply?

No. 6

Kim: Hi, Sven. How's the research project going?

Sven: To be honest, it's a bit of a disaster. Nobody knows what they should be doing because our project manager hasn't made the role of each team clear.

Kim: That's too bad. Will it prevent you from meeting your deadline?

Sven: We may have no choice but to extend it. Everyone's trying hard, but with such a big project, we need better coordination to put things back on track.

Kim: They should put you in charge. You're the most organized person I know.

Question: What does Sven say about the project?

No. 7

Andrew: Judy, I hear you've become interested in urban farming.

Judy: Well, I've got a big vegetable garden and a couple of chickens in my yard, but I wouldn't call it farming.

Andrew: Everybody seems to be jumping on the local-food bandwagon.

Judy: It's rewarding to grow your own food.

Andrew: I guess I don't see it that way. I was forced to work on my family's farm as a kid.

Judy: Really? So you can appreciate the effect involved.

Andrew: What I appreciate is the convenience of supermarkets!

Question: What does Andrew imply?

No. 8

Ed: Hey, Chloe. Have you decided who you're voting for in the upcoming election?

Chloe: Not yet. Neither candidate is very appealing. They're just not offering any concrete solutions to the country's problems.

Ed: I completely agree. But you know very well it's not really about policies anymore. Winning elections these days depends on how much funding a candidate has for campaigning and TV ads.

Chloe: That's true. It's no wonder young people are so disillusioned with politics.

Ed: That's true. It's no wonder young people are so disillusioned with politics.

Chloe: Right. We need some candidates who'll inspire the younger generation.

Question: What does Ed's opinion?

No. 9

Josh: I just got an e-mail from Brian McDonald. It seems my high school class is planning a reunion this summer.

Emily: That sounds like fun, honey. I'd like to meet your old classmates.

Josh: Oh, I don't know. I'll be kind of busy with work and other things.

Emily: But we're always going down to your hometown to visit your mother.

Josh: That's different. We're all nearly 50 years old now, and I haven't kept in touch with any of them except Brian.

Emily: Well, maybe it's about time you met them again, then. It'd be interesting to see what they're all up to these days.

Josh: I guess it might be fun to see some of them, but high school was not the highlight of my life, you know. I certainly don't have good memories of everybody in my class.

Emily: Let me think about it.

Question: What does Josh imply?

No. 10

Melissa: Thank you for shopping at Riverside Organic Foods. Would you be interested in joining our frequent buyer program.

Laura: I don't know. How would we benefit?

Melissa: You'd receive a 10% discount on all products in our store are 5% off at our restaurant. Up to four family members could take advantage of discounts.

Kevin: That sounds good. How much does membership cost?

Melissa: It's free as long as you purchase \$300 of our products a year. You'd receive the 10% discount on those products, so it's a great deal.

Laura: What happens if we don't spend the \$300.

Melissa: In that case, we would charge you a membership fee of \$30 for the year.

Kevin: It's worth considering. I like the fact that everything you sell is organic, and your restaurant great.

Laura: True, honey, but we don't get out this way very often. Once or twice a year at most.

Melissa: It's easy to order online. We can ship to anywhere in the country. You'd have to pay a shipping fee, of course.

Kevin: Hmm... the shipping fee makes the deal less attractive.

Laura: And we can already get a fair selection of organic products at our local supermarket. I think we'll pass for now.

Melissa: That's fine. Here's our brochure with details of the program in case you change your mind.

Question: What is one reason the couple rejects the frequent buyer program?