

Exercise answers

Exercise 1

- | | |
|---------|---------|
| 1 at | 6 take |
| 2 out | 7 on |
| 3 in | 8 short |
| 4 cover | 9 in |
| 5 at | 10 to |

Exercise 2

- | | |
|-----------|-----------------|
| 1 meeting | 6 miss |
| 2 in | 7 a |
| 3 on | 8 cut |
| 4 down | 9 circumstances |
| 5 through | 10 default |

Exercise 3

- | | |
|--------|--------------|
| 1 with | 6 off |
| 2 as | 7 took |
| 3 run | 8 on |
| 4 with | 9 arising |
| 5 take | 10 redundant |

Exercise 4

- | | |
|--------|------------|
| 1 from | 6 for |
| 2 into | 7 on |
| 3 turn | 8 in |
| 4 on | 9 feedback |
| 5 back | 10 carry |

Exercise 5

- | | |
|---------|----------|
| 1 in | 6 to |
| 2 off | 7 up |
| 3 frame | 8 matter |
| 4 into | 9 talk |
| 5 talk | 10 on |

Exercise 6

- | | |
|------------|----------|
| 1 due | 6 board |
| 2 to | 7 level |
| 3 run | 8 gone |
| 4 up | 9 heads |
| 5 ahead of | 10 close |

Exercise 7

- | | |
|-------------|----------|
| 1 reference | 6 show |
| 2 light | 7 result |
| 3 in | 8 under |
| 4 around | 9 field |
| 5 to | 10 turns |

Exercise 8

- | | |
|-----------|-----------|
| 1 base | 6 code |
| 2 in | 7 full |
| 3 out | 8 showing |
| 4 further | 9 in |
| 5 such | 10 up |

Writing homework titles

The length of each piece of writing should be between 200 and 250 words.

Business letter

- 1 You run a restaurant in the centre of town. You recently hired a firm, Home and Dry Plumbing Services, to replace your central heating system and toilets. To allow this work to be carried out, your restaurant is currently closed. The plumbing job is only half finished, but the deadline for completing the work was five days ago.

Write to the firm of plumbers, describing the situation, explaining the effect the delay is having on your business, and saying what you want to happen now.

- 2 You run a private sports club. You are planning a special all-day event at the club to attract more people to become members. An athlete who won a gold medal at the last Olympics lives nearby, and you want him to speak about his Olympic experience at your event.

Write to the athlete, informing him about your club, inviting him to speak, and telling him what you can offer him in return.

Cover letter

- 1 You have just seen your perfect job advertised online.

Write the cover letter/email that you would send along with your CV when applying for that job.

- 2 You are employed by an advertising company. Your CEO has given you permission to go away for six months in order to do voluntary work for a charity in another part of the world.

Write an example of a cover letter/email you might send to a charity when enquiring about voluntary work opportunities.

Report

- 1 You work in human resources for a furniture manufacturer. Some workers have complained that recent reductions in the workforce are making the factory too dangerous. You have investigated this claim.

Write a short report on the issue for your CEO.

- 2 You work in marketing for a fashion clothing company. Over the last year, your brand has lost market share among young customers. You recently conducted research to discover why this has happened and what young customers want.

Write a short report for the Head of Marketing, including recommendations.

Memo

- 1 You run a travel agency which is doing very good business. You have decided to reward staff by offering them some cheap holidays.

Write a memo informing your employees of your decision and the special deals you plan to offer them.

- 2 Your company has its own canteen, which is popular with employees. However, it has been decided that the canteen will close.

Write a memo to staff informing them of the decision and why it was made, and suggest alternative places where they can spend their break times.

Charts

Attn

Encl.

Ref

FAO

NB

PS

PTO

ASAP

SAE

Re

FYI

Misc.

$$2,000 - 600 = 1,400$$

$$40 - 60 = -20$$

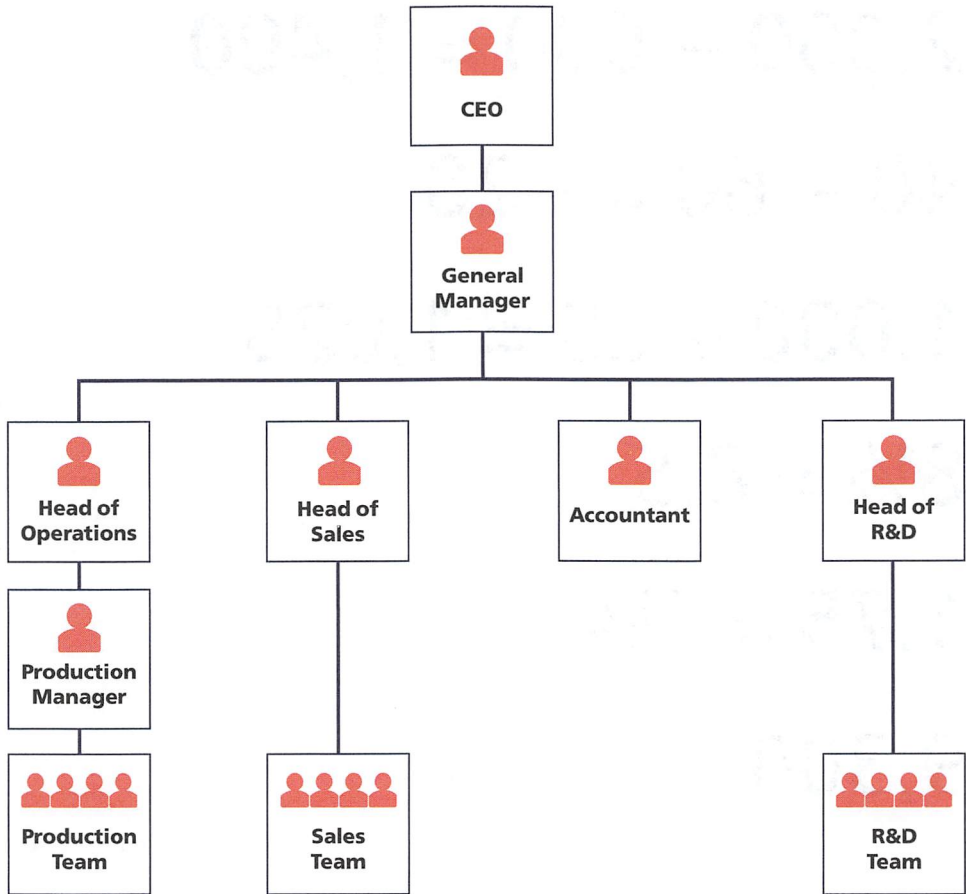
$$1,000 + 25 = 1,025$$

$$8\frac{1}{2} = 8.5$$

$$1.75 = 1\frac{3}{4}$$

9,300

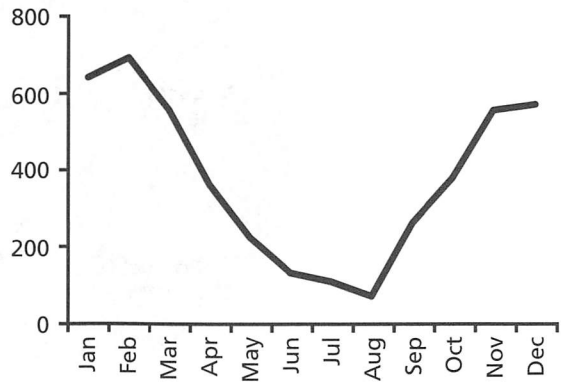
Section C



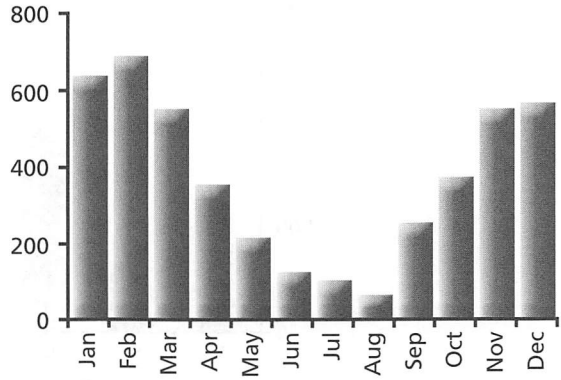
Heating costs (£)

Jan	632
Feb	687
Mar	552
Apr	350
May	214
Jun	120
Jul	95
Aug	60
Sep	250
Oct	368
Nov	549
Dec	564

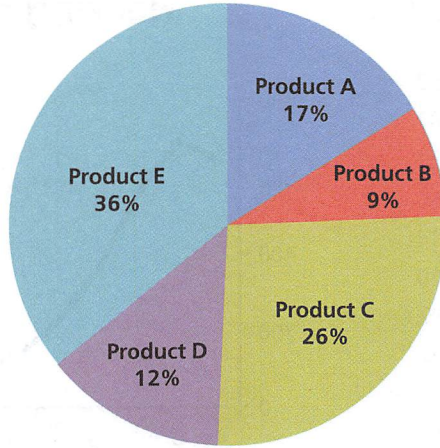
Heating costs (£)



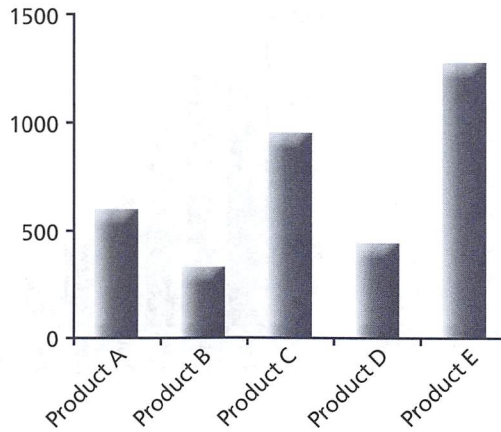
Heating costs (£)



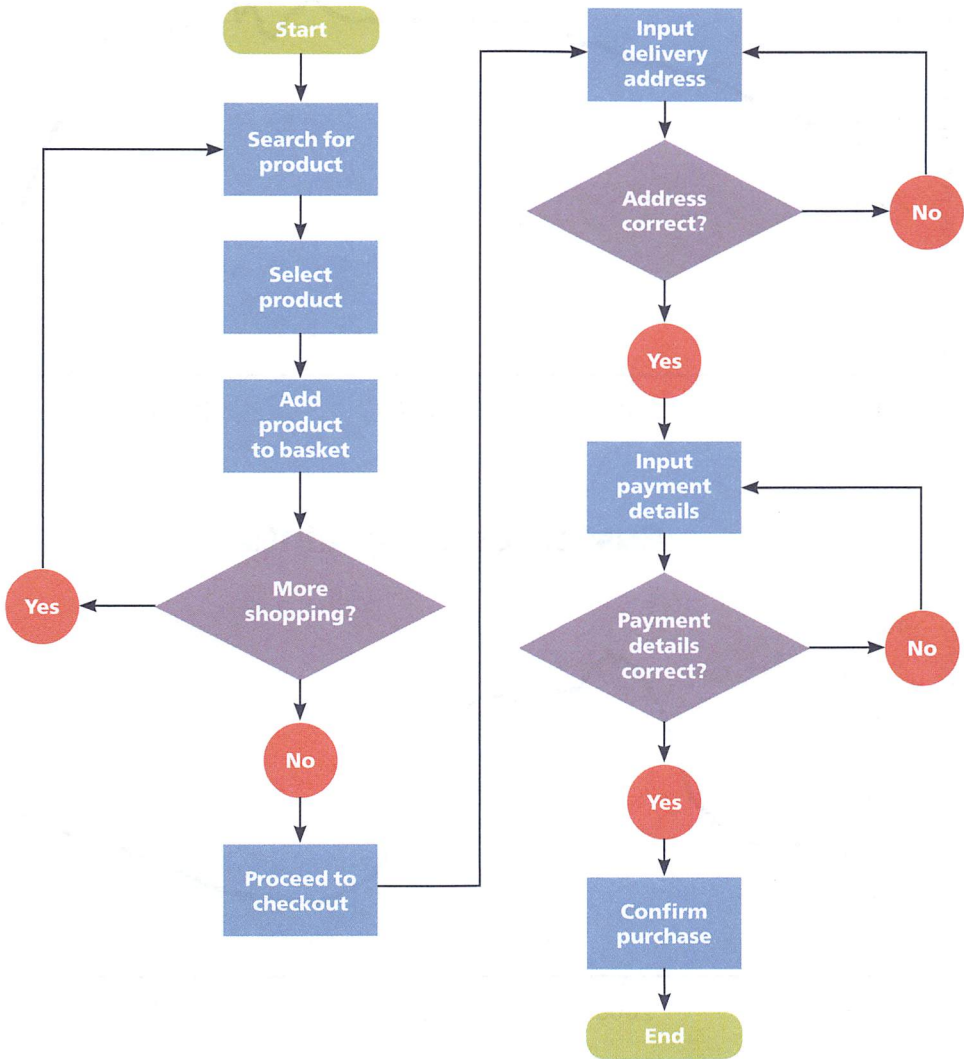
Annual sales

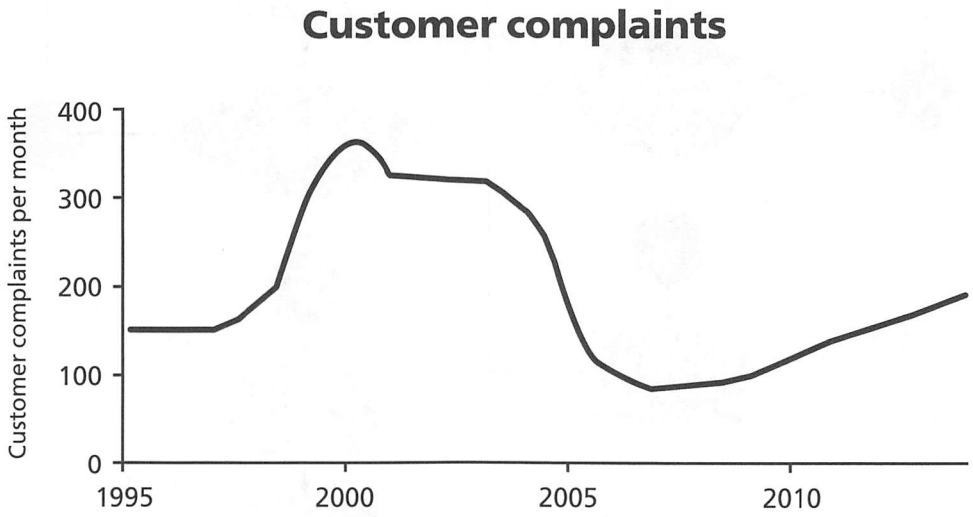
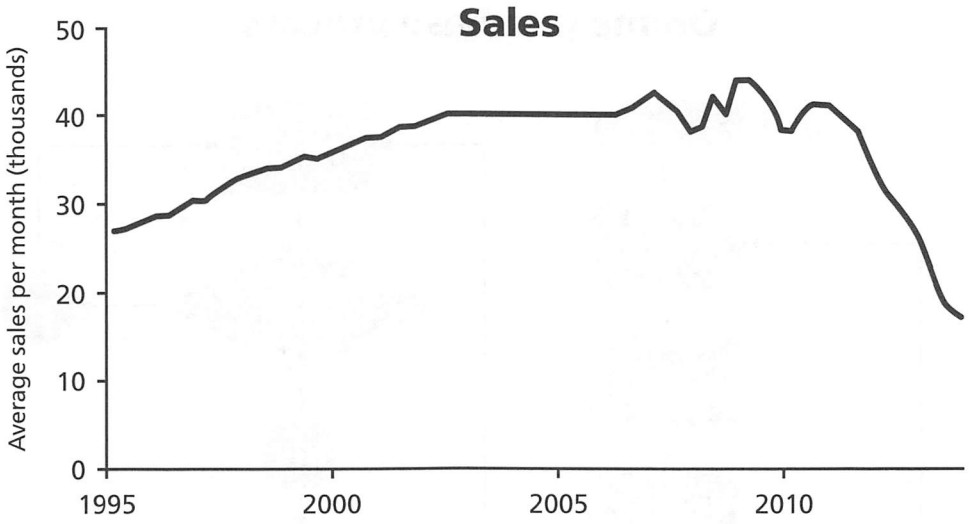


Annual sales (units)

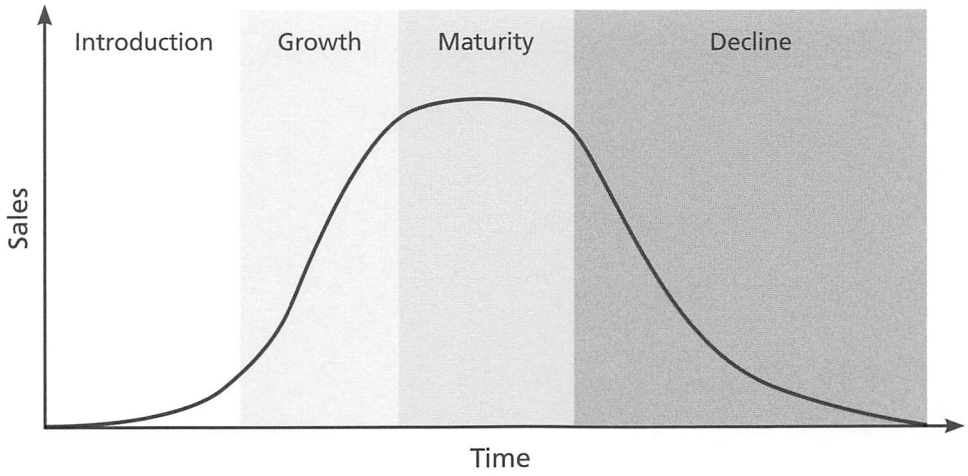


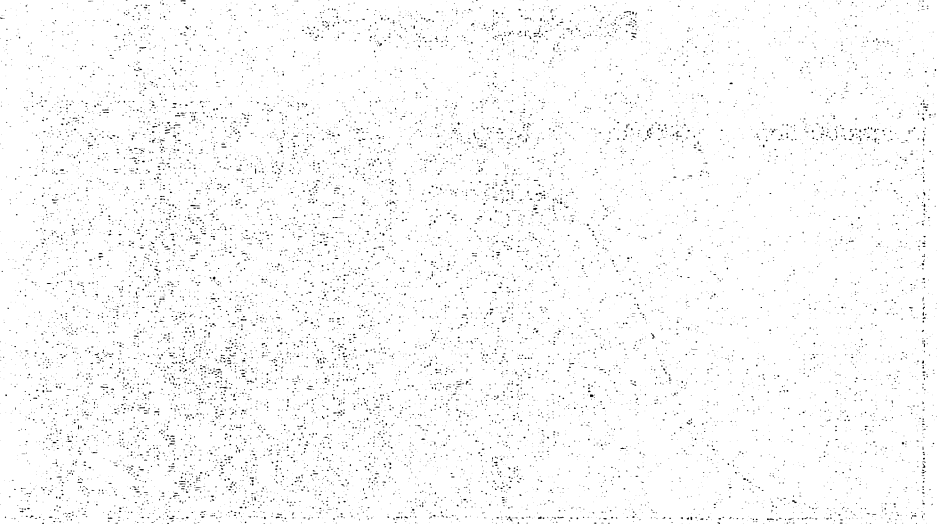
Online purchase process





Product life cycle





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