

Heads up B1

These materials replace some of the Task sections in *Heads up B1* in order to suit students who are not yet in work.

**Task file for
pre-work
students**

Unit 1 Task (page 5)

Student A

- 8 a** Work with a partner. Read and try to memorise the information below. Then answer Student B's questions without looking at it, using the Key language on page 5.

You are a Marketing Analyst for Archway Chocolates at their head office in Ontario, Canada. You have a two-year contract there. In your job, you have to collect and analyse data from your customers and competitors. Your boss is the Marketing Manager and you have to prepare reports and surveys for her. Before this job, you worked for MB Fashions as an Assistant Marketing Analyst for two years, and in the future you would like to become a Senior Marketing Analyst.

- b** Now ask Student B the questions from Exercise 7 on page 5 to find out about their job.

Unit 1 Task (page 5)

Student B

- 8 a** Work with a partner. Read and try to memorise the information below. Ask Student A the questions from Exercise 7 on page 5 to find out about their job.
- b** Now answer Student A's questions without looking at the information below, using the Key language on page 5.

You are an Area Sales Manager for Fresh Dairy Products based in Exeter, UK. You work full-time on a two-year contract, reporting to the Sales Director. The main purpose of your job is to increase profits and develop sales to key clients such as supermarkets. You are also responsible for managing your area sales team. Until last year, you worked as a salesperson in the same company. In the future, you would like to be a Sales Director.

Unit 2 Task (page 7)

- 7 Work with a partner. You're going to talk about communications at your university, college or school. Discuss these questions.**
- 1 What do you usually talk about with other students?
 - 2 What do your teachers ask you to do / not to do?
 - 3 Do you sometimes disagree with students and/or teachers? What about? Give an example.
 - 4 Do you have any communication problems in your place of study? Why?
 - 5 Which forms of electronic communication do you prefer? Why?
 - 6 Do you think video lessons could replace face-to-face lessons? Why? / Why not?

Unit 3 Task (page 9)

Student A

- 6 a Prepare to make the following phone calls to Student B.**
- 1 You work for XT Computing. Ms Denning is a manager from another country who is coming to visit your boss next Wednesday. You sent details to her about her hotel reservation at the Grand Hotel, but there has been a mistake in the booking. You would like to change it to a better hotel: the Carlton. Call Ms Denning to ask her if this is OK.
 - 2 You would like to hire a small car for the weekend. Call VC Rental.
- b Prepare to receive the following calls from Student B.**
- 3 You work for FDP, a cheese production company. You are assistant to the Factory Manager, Ms Sammons, who is in a meeting. You receive a call from a government department.
 - 4 You work for Security Alert, a company which produces and installs security systems. A customer calls with a problem.

Unit 3 Task (page 9)

Student B

- 6 a Prepare to receive the following calls from Student A.**
- 1 You work for JKT. You are Ms Denning's secretary. She is out for the day. Next Wednesday, she is travelling to another country for a meeting. A representative of the company she is visiting calls you about a problem with her hotel booking.
 - 2 You work for VC Rental. A customer calls you about hiring a car.
Your prices (per day): small €12
medium €16
large €19
luxury €160
Special offer for next weekend: medium-sized cars €14 a day
- b Prepare to make the following calls to Student A.**
- 3 You are a government food inspector. You are going to visit FDP, a cheese production company, this afternoon. Call the Factory Manager, Ms Sammons, to let her know.
 - 4 Last week, you bought an alarm system for your house. The alarm doesn't work in one room and sometimes the living-room alarm rings during the night for no reason. You want your money back, so you call Security Alert.

Unit 6 Task (page 15)

6 Do this questionnaire with a partner and find out about your soft skills.

Questionnaire

Make a note of your score for each question (1, 2 or 3) and add up your score out of 60 at the end!

- | | |
|--------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------|
| <p>1 Are you good at explaining to other people how things work?
Yes 3 Usually yes 2 No 1</p> | <p>11 Do you ask questions, even if others may think they're stupid?
Yes 3 Usually 2 No 1</p> |
| <p>2 Do you think that other people are stopping your career from progressing?
Yes 1 No 3</p> | <p>12 Are you able to manage your time well?
Yes 3 Usually 2 No 1</p> |
| <p>3 Is it OK to be rude to someone if they are not able to do their job well?
Yes 1 Usually 2 No 3</p> | <p>13 Do you feel nervous if you enter a room full of people?
Yes 1 Sometimes 2 No 3</p> |
| <p>4 Can you always contribute during a discussion?
Yes 3 Usually 2 No 1</p> | <p>14 Do you try to keep good relations with your teachers?
Yes 3 Usually 2 No 1</p> |
| <p>5 If you are organised and show initiative at work, you can be promoted.
True 3 Usually 2 False 1</p> | <p>15 Are you successful in what you plan to do?
Yes 3 Usually 2 No 1</p> |
| <p>6 Are you confident when you talk to people in authority?
Yes 3 Usually 2 No 1</p> | <p>16 Do you try to plan everything in advance?
Yes 3 Usually 2 No 1</p> |
| <p>7 Are you a good teamworker?
Yes 3 Usually 2 No 1</p> | <p>17 Is it OK to do things that your superiors might not agree with?
Any time 1 Sometimes 3 Never 2</p> |
| <p>8 Do you ever volunteer for difficult jobs?
Yes 3 Sometimes 2 No 1</p> | <p>18 Do you have a positive attitude, even when you're under pressure?
Yes 3 Usually 2 No 1</p> |
| <p>9 Are you happy to learn something new?
Yes 3 Usually 2 No 1</p> | <p>19 Do you talk to others about your projects and successes?
Yes 3 Usually 2 No 1</p> |
| <p>10 Do you say sorry when you've done something wrong?
Yes 3 Usually 2 No 1</p> | <p>20 Can you take criticism?
Yes 3 Usually 2 No 1</p> |

Score /60 – For an analysis of your questionnaire score, look on page 84.

7 Do you think these kinds of test are useful? Why? / Why not?

Unit 7 Task (page 17)

- 5** Give the first part of a presentation about an aspect of your studies. Explain the structure of your presentation and how you would like to deal with questions.

Unit 9 Task (page 21)

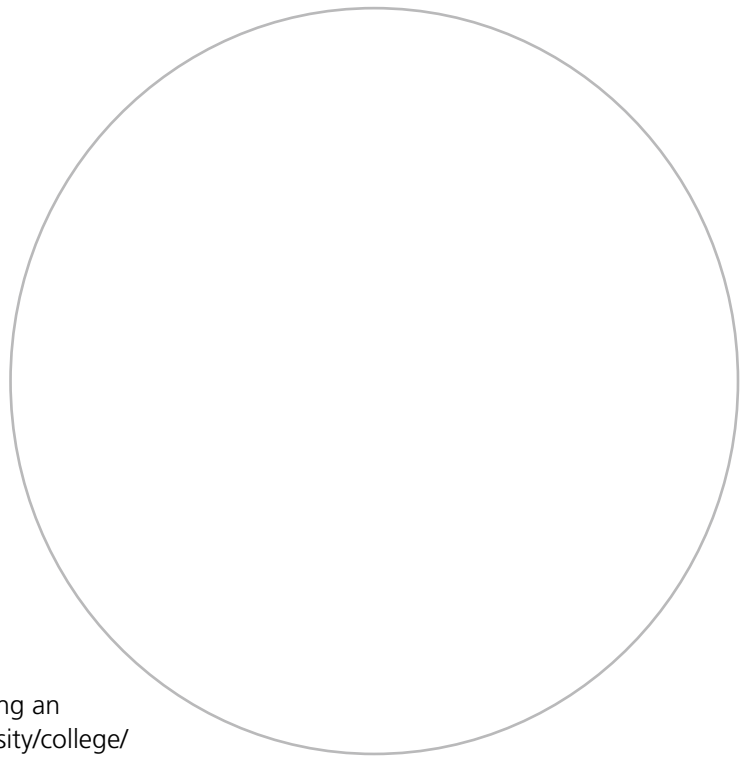
5 Use this circle to draw a pie chart like the one in Exercise 2 for your average day and explain it to your partner.

6 Could you organise your time better? How?

Follow-up

7 Work with a partner. Discuss these questions.

- 1 Are you often late?
- 2 In your studies, is it better to work quickly or slowly? Why?
- 3 Where do you prefer to study?
- 4 How do you prioritise your 'to do' list?
- 5 Do you think it's better to study intensively for a short period before an exam or start a long time before?
- 6 Do you think you would study more efficiently doing an online course at home rather than going to university/college/school? Would you prefer to do this? Why? / Why not?



Unit 10 Task (page 23)

Student A

7 Look at the procedure below for applying for a post-graduate course at the United Nations University, which has its headquarters in Tokyo. Use words and phrases from the Key language on page 23 to describe it to Student B.

- Visit the university website.
- Search for the post-graduate programme you require.
- Download the online application form.
- Prepare the documents you need.
- Fill out the online application form.
- Upload your documents.
- Send your application.

Student B

7 Look at the procedure below for dealing with customer complaints in a company. Use words and phrases from the Key language on page 23 to describe it to Student A.

- Listen to or read the complaint.
- Thank the customer for bringing the problem to your attention.
- Tell the customer you will contact them soon.
- Investigate the problem.
- Explain your company's policy to the customer.
- Take action to solve the complaint.
- File the complaint.

Unit 13 Task (page 29)

- 6** List any problems you have with your course of study.
- 7** The family in Exercise 3 used these steps to arrive at a solution.
 - 1 Identify the problem.
 - 2 Identify the causes.
 - 3 Brainstorm solutions.
 - 4 Choose the best solution.

Work with a partner to solve your problems from Exercise 6 using the same steps.

Unit 15 Task (page 33)

4 Work with a partner.

Student A: Use the questions below to interview Student B. Help them with Key language when necessary.

Student B: Answer Student A's questions.

When you've finished, change roles and do the interview again.

- 1 Where and when were you born?
- 2 Where do you live?
- 3 Where did/do you go to school?
- 5 What qualifications do you have?
- 6 What course are you studying?
- 7 Why did you choose this course?
- 8 How long have you been doing this course?
- 9 Have you ever had a job? Why? / Why not?
- 10 What job would you like to do in the future?

Unit 16 Task (page 35)

Student A

- 6 a** Read these notes about Luxotica, then answer Student B's questions.

Luxotica

- Produces glasses, e.g. Ray-Ban and Persol
- Based in Milan, Italy
- Over 9,000 retail stores around the world
- Started in 1961 by Leonardo del Vecchio
- Only manufactured components for the optics industry at first
- Started producing its own collections of eyewear in 1971
- 85,150 employees in 2017
- Consistently profitable company

- b** Ask Student B the questions in Exercise 4 to find out about the company Merck.

Follow-up

- 7** See the Follow-up questions on page 35.

Unit 16 Task (page 35)

Student B

- 6 a** Ask Student A the questions in Exercise 4 to find out about the company Luxotica.
- b** Read these notes about Merck, then answer Student A's questions.

Merck

- Produces chemicals and pharmaceutical drugs
- Based in Darmstadt, Germany
- Operates in over 120 countries
- Friedrich Merck opened his chemist's shop in Darmstadt in 1668
- Began to manufacture and sell morphine in the 19th century
- Started operations in the US in 1891; US company now larger than the German one
- Over 86,000 employees in 2017
- Consistently profitable company

Follow-up

- 7** See the Follow-up questions on page 35.

Unit 17 Task (page 37)

Student A

7 Try to guess the products and services shown in Student B's photos (5–8). Help Student B to guess the photos below (1–4). Don't look at each other's photos!

- Example:* **A:** Is photo 5 a product or a service?
B: A product.
A: How big is it?
B: It's about 2 metres long and it's very thin.
A: Is it a machine?
 etc.



1 a rucksack



2 a tram



3 mobile phone covers



4 having a haircut

Picture credits: (Shutterstock, New York) 1 A3pfamily, 2 S-F, 4 MilanMarkovic78; (Getty Images, München) 3 7postman

Unit 17 Task (page 37)

Student B

7 Try to guess the products and services shown in Student A's photos (1–4). Help Student A to guess the photos below (5–8). Don't look at each other's photos!

- Example:* **A:** Is photo 1 a product or a service?
B: A product.
A: How big is it?
B: It's about 75 centimetres long and 50 centimetres wide.
A: Is it a machine?
 etc.



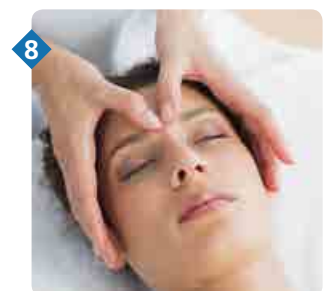
5 a phone charger



6 a shopping trolley



7 lipsalve



8 having a massage

Picture credits: (Shutterstock, New York) 5 TaTum2003; 6 Suwatchai Pluemruetai; 7 Thamyris Salgueiro; 8 wavebreakmedia

Unit 18 Task (page 39)

5 Draw your university/college/school's organogram.

6 Describe your organogram to a partner.

Example: Professor ... is in charge of ...

Ms ... is responsible for ...

There are three departments ...

Unit 20 Task (page 43)

6 Plan an agenda of issues concerning your own university/college/school and hold a meeting to exchange opinions.

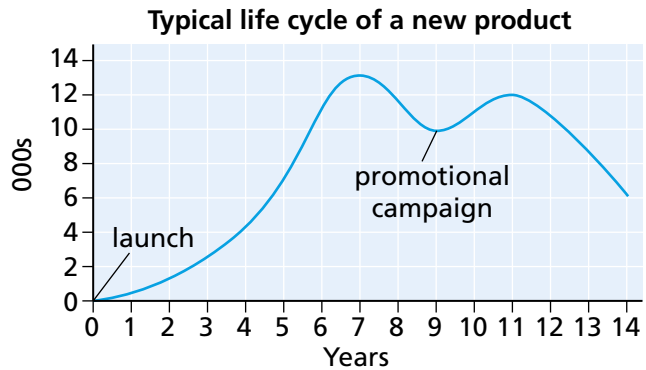
Possible topics:

- Study facilities
- Other facilities (canteen, bar, etc.)
- Timetable
- Organisation
- Should students have part-time jobs?

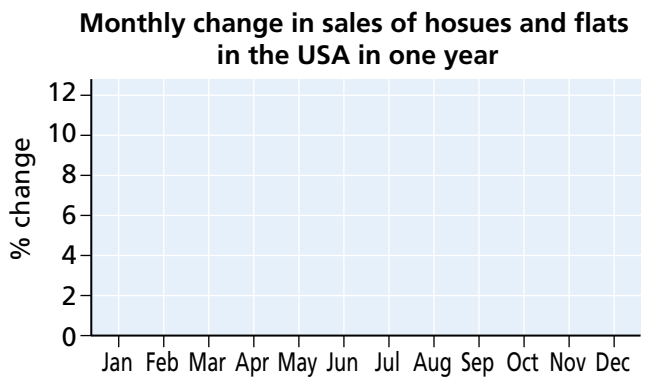
Unit 22 Task (page 47)

Student A

- 6 a Describe the movements on this graph showing the typical life cycle of a new product.



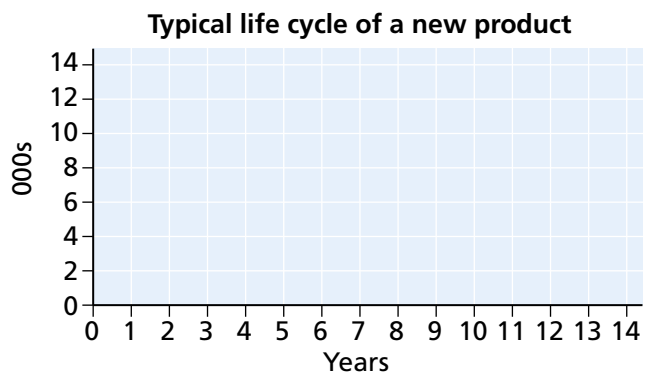
- b Now listen to Student B and complete this graph showing the monthly change in sales of houses and flats in the USA in one year.



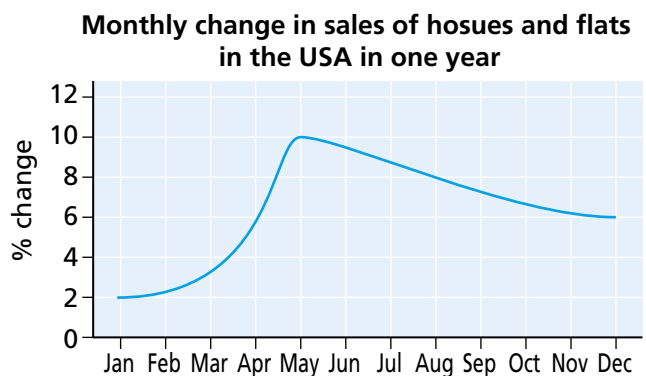
Unit 22 Task (page 47)

Student B

- 6 a Listen to Student A and complete this graph showing the typical life cycle of a new product.



- b Now describe the movements on this graph showing the monthly change in sales of houses and flats in the USA in one year.



Unit 23 Task (page 49)

6 Work with a partner. Practise this situation.

Student A: You're the guest visiting Student B's home.

Student B: You're the host.

Follow-up

7 If you had to entertain a business guest, how would you do this?

Discuss with a partner which of these options you would prefer.

- inviting them to your home
- inviting them to lunch at a restaurant
- inviting them to dinner at a restaurant
- taking them for a cup of coffee
- inviting them to a club or other event (e.g. a concert, the theatre)
- taking them on a tour of your town/city

Unit 24 Task (page 51)

7 Prepare to give a short talk on a company's marketing activities. Choose a company you know or one of these.

- Apple
- Starbucks
- Lidl
- Alibaba
- Toyota
- Accessorize
- Carrefour
- Accenture
- Flying Tiger Copenhagen
- Mercedes-Benz
- PricewaterhouseCoopers
- Ferrari



Choose two or more of the four Ps in the table and use the questions as a guide. Make notes, then give your talk.

Product	Price
Describe the product. What needs does it satisfy? How and where do customers use it?	Is the customer price-sensitive? Why? How do their prices compare to the competition's? Do they offer discounts?
Place	Promotion
Where can customers find the company's product? If customers buy from a store, what kind of store? Can customers buy direct from the company's website? What distribution channels are there?	Where and how do they advertise? What other ways do they use to promote their product? Do they use direct marketing?

Picture credits (left to right): © 2019 Accenture. All rights reserved. The Accenture name and logo are trademarks of Accenture; Daimler AG, Stuttgart; Zebra A/S, Copenhagen; Lidl

Unit 25 Task (page 53)

7 Work with a partner. Try to sell your partner one of your own possessions or choose one of these.



mobile phone photo printer: €100



drone with camera: €90



electronic keyboard: €150



skates: €45



waterproof headphones: €60

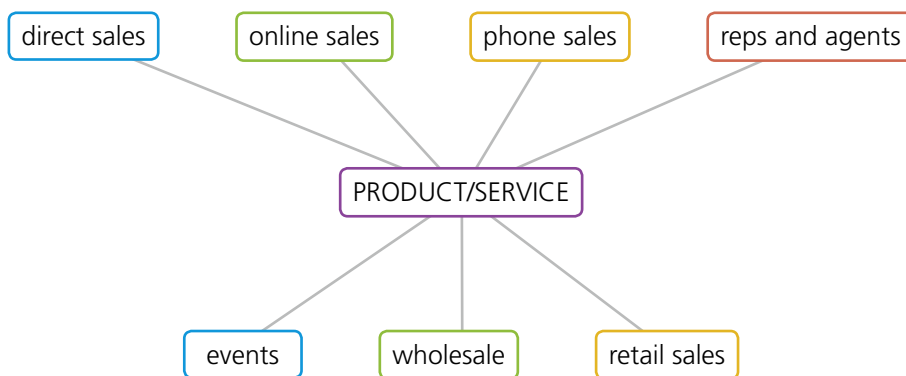


electric bicycle: €400

Follow-up

8 Discuss which of the sales channels in the diagram below you would use to sell these products and services.

car insurance electronic goods fresh fish haircuts soft drinks tractors



Picture credits: (Shutterstock, New York) Rasulov, (Getty Images, München) Muhammad Falahunaufal / EyeEm, (Shutterstock, New York) intararit, Aaron Amat, (Getty Images, München) GeloKorol, (Shutterstock, New York) Mylimages - Micha

Unit 26 Task (page 55)

Student A

- 7 a Ask Student B these questions to find out their preferences in clothes.**
- 1 How old are you?
 - 2 Where do you live?
 - 3 How much do you think you spend on clothes per month on average?
 - 4 What kind of clothes do you like? Why?
 - 5 What do you think about when buying clothes?
 - 6 Do you like designer labels? Which ones?
 - 7 Where do you usually buy your clothes?
 - 8 What colours do you like?
 - 9 Is the pattern important to you?
- b Student B has decided to buy a jacket. What do you think it would be like? Tell Student B.**

Unit 26 Task (page 55)

Student B

- 7 a Ask Student A these questions to find out their preferences in cars.**
- 1 Do you drive? If so, what kind of car?
 - 2 What style of car do you like?
 - 3 Which brand of car would you buy?
 - 4 Would price be the most important consideration?
 - 5 What colours do you like for a car?
 - 8 Would the performance of the car be more important than economy of use?
 - 9 What do you want from a car?
 - 10 Would you prefer to buy a second-hand car?
- b Student A has decided to buy a car. What do you think it would be like? Tell Student A.**

Unit 27 Task (page 57)

7 Make brief notes under these headings and discuss with a partner.

How I use the internet for study purposes	How I use the internet in my free time

Follow-up

8 How do you think the use of the internet will change in the future?

Unit 28 Task (page 59)

- 6** Your company has to cut its training budget for next year by 20%. Look at the table below showing the courses that were held last year, their share of the budget and their satisfaction rating. Think about the changes that you would make. Then meet as a group to decide on the budget for next year. Use the Key language from Units 20 and 28.

	% of budget	Satisfaction rating last year
Computer software	20	★★★★
Sales techniques	5	★★★★★
Languages	10	★★★
Using the phone and e-mail	10	★★
Induction training of new recruits	5	★★★★
Health and safety	5	★★★★
Management training	20	★★★
Personal training: persuading and influencing people	10	★★
Improving quality	10	★★
Marketing	5	★★★★

- 7** Work in groups. Plan an agenda of issues to discuss concerning your place of study and hold a meeting using the Key language from Units 20 and 28.

Possible topics:

- Assistance offered to students, e.g. career advice
- Exams
- The use of smartphones during lessons
- Workload
- IT training for students

Unit 29 Task (page 61)

8 Work with a partner. Below are steps for describing two procedures: manufacturing an item of clothing (e.g. a shirt) and recycling glass.

- 1 Separate the steps into the two procedures.
- 2 Decide on the correct order of the steps for each procedure.

A After collection, the glass is sorted by colour.

B After crushing, it is melted.

C First, there is a meeting between the buyer and the supplier.

D The products are shipped.

E Used glass bottles, jars, etc. are collected.

F It is made into new products.

G The new glass products are packed and distributed.

H A sample item of clothing is produced.

I Raw material for the clothing is bought.

J After the meeting, the first production order is made.

K The products are packed.

L The washed glass is crushed.

M The raw material is washed.

N The sample item is sent to the buyer.

O The glass is washed to remove impurities.



Unit 30 Task (page 63)

- 6** Work with a partner. You both want to send a large package to a destination in your country. Exchange information about your companies with each other and decide which would be the best to use.

Student A: Look at the details of delivery company Fast Track below.

Student B: Turn to page 84 and read about Logisticam.

Fact File: Fast Track

Customer satisfaction: ★★☆☆

Discounts: 10% on shipments over €500

Insurance: No

Tracking: Package number is given when order is confirmed.

Delivery method: Road

Guarantee: Half price for one-day delay. Free after that.

Cost: €300

Delivery time: Standard: 3 days
Express delivery: 24 hours from dispatch (+ €100)

Loading/unloading: Price includes loading/unloading cost.

Follow-up

- 7** Work with a partner. Describe the order and delivery processes of Amazon and eBay.

Unit 33 Task (page 69)

7 Plan an agenda of issues to discuss concerning your place of study and hold a meeting.

Possible topics:

- Facilities such as social events and sports
- Accommodation
- Government support for students
- Internet
- Trips organised by your school/college/university
- Causes of stress

Unit 34 Task (page 71)

Students A and B

6 Work with a partner. Read the information about one of the two companies and find the answers to these questions together. Ask each other for information when necessary, but do not look at each other's information.

- 1 Is Mattel older than Hasbro?
- 2 What kind of companies are these?
- 3 What are their most successful brands?
- 4 What kind of people buy their products?
- 5 Which companies sell their products?
- 6 What happened in 2018 that caused problems for both companies?
- 7 Is the total market for both companies' products growing?
- 8 What happened in 2015 which was better for Hasbro than Mattel?
- 9 Which company earned the most in 2017?
- 10 Does Mattel have more employees than Hasbro?
- 11 Which company in the same sector has much higher sales than Hasbro and Mattel?
- 12 What might the two companies do in the future?

Student A

Mattel

- Founded in 1945
- Brands include Fisher Price, Barbie, Winx and Hot Wheels
- Final customers: mainly pre-teens and younger children
- Sales mainly through Walmart, Target and Amazon in the USA
- The growing preference of children for electronic games in recent years has caused the total market to get smaller.
- Lost the Disney Princess brand to Hasbro in 2015. It was worth about \$500 million.
- Employed 25,800 in 2018
- Revenue in 2017 of \$4.88 billion
- The biggest player in the same industry is LEGO, which has double the revenues of both Mattel and Hasbro.

Student B

Hasbro

- Founded in 1932
- Products include Monopoly, Transformers, My Little Pony and Twister
- Final customers: mainly teens and younger children
- Sales mainly through Walmart, Target and Amazon in the USA
- The bankruptcy of the ToysRUs chain of stores in 2018 meant a drop in sales for both companies.
- Employed 5,000 employees in 2018
- Revenue in 2017 of \$5.2 billion
- May merge with Mattel in the future.

Unit 35 Task (page 73)

8 a Work alone or in a small group. You are going to give a short talk on a market or industry in your country, such as renewable energy, cars, food, art, tourism. First, research the topic and prepare answers to these questions.

- 1 What is the market?
- 2 How big is it?
- 3 How new is it?
- 4 Is the overall market expanding or shrinking? Why?
- 5 Is your country competitive in this market? Why? / Why not?
- 6 Who are the main players?
- 7 Who is the market leader? Why?
- 8 What do you think is the future for this market?

b Now give your talk.

Unit 36 Task (page 75)

- 5** a Make notes on the types of communication technology you use for your studies. What do you think are the main advantages and disadvantages of using these for studying?
- b Work with a partner. Take it in turns to talk about your notes.

Follow-up

- 6** Are you loyal to a particular brand of technological equipment? What do you like about it? What don't you like about other brands?

Unit 37 Task (page 77)

- 5** Jim Fletcher began his own import–export company six years ago in Vancouver, Canada. Here, he’s talking about the experience of starting his own business and a typical day at work. Work with a partner to complete the missing information in your texts.

Student A: Look at this page.

Student B: Look at page 87.

Student A

Starting an import–export business

“ If you plan to work from home, you only need about (*How much?*) \$ _____ to start your own import–export business. If you plan to open an office, then it’ll cost at least \$25,000. You’ll have to pay rent, hire employees, etc.

At the start, you should focus on (*How many?*) _____ products, those which you know will sell well. There are a lot of regulations in this business, so you need to find out about them. For example, a few products, like (*Which?*) _____, need special licences. ”

A typical day

“ I spend (*How long?*) _____ in the office and the rest of time I travel. If I’m in the office, the first thing I do in the morning is make some coffee and talk to my assistant. Then I check my (*What?*) _____ and answer the phone. We get lots of calls from foreign companies about (*What?*) _____ – things like that. Then I usually make a few calls to check the progress of orders. I also talk with (*Who?*) _____ on Skype once or twice a day.

The afternoon is usually a bit quieter. I work on contracts and do a little research (*Why?*) _____. I try to finish work at six o’clock, but sometimes that’s not possible if there are problems. ”

Follow-up

- 6** Some of the difficulties with importing and exporting goods can be:

- finding suppliers
- pricing
- quality control
- transport
- customs
- insurance
- payment
- language

Discuss the advantages and disadvantages of these solutions:

- Opening an office in the other country
- Hiring an agent in the other country
- Hiring a specialist to work in your office
- Training your own staff to do this

- 7** Would you like to work in the import-export business? Why? / Why not?

Answer key

Unit 29

Manufacturing an item of clothing

C, J, I, M, H, N, K, D

Recycling glass

E, A, O, L, B, F, G

Unit 34

- 1 No, it isn't. Hasbro is 13 years older than Mattel.
- 2 They produce toys and games.
- 3 Mattel: Fisher Price, Barbie, Winx and Hot Wheels
Hasbro: Monopoly, Transformers, My Little Pony and Twister
- 4 Pre-teens, teens and younger children
- 5 Walmart, Target and Amazon
- 6 The bankruptcy of ToysRUs
- 7 No, the growing preference of children for electronic games in recent years has caused the total market to get smaller.
- 8 Mattel lost the Disney Princess brand to Hasbro.
- 9 Hasbro
- 10 Yes, Mattel has more employees than Hasbro.
- 11 LEGO has much higher sales than both.
- 12 They might merge.

Unit 37

6 Possible answers

	Advantages	Disadvantages
Opening an office in the other country	It gives direct access to the market. Customers will prefer this. It's easier to provide after-sales service.	It's expensive, as you need to rent an office, hire employees and pay all the other costs involved. You would need to learn all the legal and bureaucratic requirements of the new country.
Hiring an agent in the other country	An agent knows the local market. You avoid hiring more employees.	You would still be responsible for shipping. You could lose some control of marketing
Hiring a specialist to work in your office	It's cheaper than opening an office abroad.	The specialist would not be in close contact with the market.
Training your own staff to do this	It's cheaper than hiring new staff.	This could be a long process. They couldn't spend so much time on their normal work. There may be language problems.