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# Market leader intermediate 3rd edition answer key unit 9

Xem thêm từ vựng tiếng Anh theo chủ đề tại: [Cùng HocHay học tiếng Anh Market Leader Upper Intermediate các bạn nhé!](#) Market Leader Upper Intermediate - Unit 9: Raising Finance - Skills A. Which of these negotiating tips do you agree with? Why? / Why not? 1. In the early stages, you need to ask the other side a lot of questions. 2. Always interrupt if you don't understand something. 3. Never make a concession for free. Always get something in return. 4. Use simple, direct language and be open about your aims. 5. Signal what you are going to do. For example, say, 'I'd just like to clarify that.' 6. Summarise often so that everyone is clear when you reach agreement. 7. Adapt your language so that you don't appear aggressive. 8. Talk about your emotions and how you are feeling. Đáp án: B. Research shows that skilled negotiators often use the techniques listed below to achieve their negotiating objective. Match the techniques (1-5) to their definitions (a-e). 1. Open questions a) say what you are going to do before you do it. 2. Closed questions b) modify language so that it does not appear too aggressive. 3. Softening phrases c) go over the points covered to highlight when agreement is reached. 4. Signalling phrases d) gather information and explore the opposite number's views. 5. Summarising e) check understanding and ask for precise information. Đáp án: 1. d 2. e 3. b 4. a 5. c C. Listen to five expressions and match each one to the correct technique in Exercise B. Đáp án: a) 2 b) 3 c) 5 d) 1 e) 4 D. Listen to the dialogue and complete these expressions. Then place each expression under the correct heading in the Useful language box below. 1. Could I ask you, what other people are ..... for you? 2. Have you ..... any other bank, if I may ask? 3. I'd like to make a ..... Why don't you revise your business plan? 4. Good. Could I ask what sort of ..... you have in mind? 5. .... what the money's for. The 2 5 0 000 would be for working capital ... 6. We seem to be getting somewhere now. Let me ..... what we've agreed so far ... Đáp án: 1. providing finance (open question) 2. approached (closed question) 3. make a suggestion (signalling phrase) 4. repayment terms (open question) 5. Let me clarify (summarising) 6. sum up (summarising) A. Read the whole article and answer these questions in pairs. 1. What was the problem with some of the 'angel' networking clubs? 2. What was the advantage of London Business Angels? 3. How did Saha improve her ability to pitch to backers? 4. Who finally invested in Saha's company? 5. What is the problem with bank finance? 6. What is the position with debt funding and equity finance? 7. What is the problem with venture capital funds? Đáp án: 1. They cost a lot to join. 2. Sanchita could pitch to roughly 100 business angels. 3. She went on the g2i four-day programme. 4. Two Finnish investors and five individuals from London Business Angels. 5. The costs are high. 6. Despite reports to the contrary, it is still quite difficult to get funding. 7. It is taking twice as long to get funding as before the recession. B. Find idioms in the first six paragraphs that mean the following. 1. finish something you have started 2. a sudden or unexpected chance to do something that allows you to become successful in your job 3. reduce your chances of failure or loss by trying several possibilities instead of one 4. make sure you always know what is happening in a situation Đáp án: 1. go the distance 2. a lucky break 3. hedge your bets 4. keep your ears to the ground C. Complete these sentences with the idioms in Exercise B. 1. Do you think Isabella will ..... this time? 2. There are hundreds of young musicians out there looking for a ..... 3. It's a good idea to ..... by applying to more than one MBA programme. 4. .... for information about the next fund-raising event. Đáp án: 1. go the distance 2. lucky break 3. hedge your bets 4. Keep your ear to the ground HOCHAY.COM - nhận thông báo video mới nhất từ Hoc Hay: Học Tiếng Anh Dễ Dàng Subscribe Youtube Channel | Youtube.com/HocHay Follow Fanpage Facebook | Facebook.com/HocHayco #hochay #hoctienganh #hocanhvanonline #luyenthitienganh #hocgiotianganh #aphhoctienganh #webhoctienganh #detienganhonline #nguphaptienganh #tienganhthuonqmai #marketleader CÔNG TY CỔ PHẦN GIAO DỤC HỌC HAY Trụ sở cơ quan: Số 145 Lê Quang Định, phường 14, quận Bình Thạnh, thành phố Hồ Chí Minh.Điện thoại: 028.35107799Email: marcus.lehai@gmail.com KẾT NỐI VỚI CHÚNG TÔI TÀI ƯNG DỤNG TRÊN ĐIỆN THOẠI Xem chi tiết: Chia sẻ ngay trên các MXH sau để tạo tin hiệu tốt cho bài viết :) Nội dung khóa học 1. Unit 1 - Brands - 30 phút 2. Unit 2 - Travel - 30 phút 3. Unit 3 - Change - 30 phút 4. Unit A - Revision - 30 phút 5. Unit 4 - Organisation - 30 phút 6. Unit 5 - Advertising - 30 phút 7. Unit 6 - Money - 30 phút 8. Unit B - Revision - 30 phút 9. Unit 7 - Culture - 30 phút 10. Unit 8 - Human Resources - 30 phút 11. Unit 9 - International Markets - 30 phút 12. Unit C - Revision - 30 phút 13. Unit 10 - Ethics - 30 phút 14. Unit 11 - Leadership - 30 phút 15. Unit 12 - Competition - 30 phút 16. Unit D - Revision - 30 phút 17. Writing file - 30 phút 18. The social culture game - 30 phút KHÓA HỌC KHÁC BUSINESS ENGLISH - MARKET LEADER - INTERMEDIATE Xem thêm Cùng HocHay học tiếng Anh Market Leader Intermediate - Tiếng anh thương mại các bạn nhé! Market Leader Intermediate - Unit 9: International Markets - Listening A. Andy Simmons is a partner at The Gap Partnership and is an expert on negotiating. Listen to the first part of the interview. What three things does Andy say are important in negotiating? Đáp án: Create an environment where people can do; keep the learning fresh; look at the feedback from negotiations B. Listen to the second part and complete the gaps. In fact, this concept of ..... (1) - that's what we teach - says that there is no one way, there are many ..... (2) ways, ranging from the very ..... (3), very high..... (4) negotiations that are generally win-lose, all the way through to the very, very ..... (5) negotiations, which are deemed as ..... (6). And there's no right or ..... (7), or there's no good or bad, it's just what's appropriate to the ..... (8). Đáp án: 1. appropriateness 2. different 3. competitive 4. conflict 5. co-operative 6. win-win 7. wrong 8. circumstances C. Listen to the final part and answer the questions. 1. What behaviours are appropriate for being a good negotiator? 2. How do you tell if there is more scope for negotiation? Đáp án: 1. Be versatile, be adaptable, be able to change behaviour according to circumstances, be able to manage conflict and the pressure of face-to-face negotiation, be able to plan effectively, be analytical, be open-minded and creative, have self-discipline 2. Listen for certain language cues - soft exposing give-aways.A. Listen to the first part of a radio interview with Ian McPherson, an expert on international trade. Complete the definition of free trade he gives. It's a situation in which goods come into and out of a country without any ..... (1) or ..... (2). Countries which truly believe in free trade try to ..... (3) their trade, that's to say, they take away ..... (4), to trade. [...] They have open ..... (5) and few controls of goods at ..... (6) Đáp án: 1. controls 2. taxes 3. liberalise 4. barriers 5. borders 6. customs B. Listen to the second part of the interview. Note down five things which stop people trading freely. Explain briefly the meaning of each one. Đáp án: 1. Tariffs - these are taxes on imported goods (they raise the price of goods and make them more expensive) 2. Subsidies to domestic producers - money given to them by the government 3. Quotas - limits on the number of goods that can be imported 4. Expensive import licences - special permission to import goods 5. Complicated regulations for documents - make trade slower and less attractive C. Listen to the third part of the interview and do these exercises. 1. Choose the best answer. When there is a policy of deregulation, ... a) companies compete freely. b) there are a lot of government controls. c) companies must follow regulations. 2. Which benefits of free trade does Ian McPherson mention? Tick the ones you hear. a) greater choice of goods b) better-made products c) lower taxes d) better pay e) a wider choice of jobs 3. Complete the gaps. Some countries do not practise free trade because they wish to: • fight against ..... (a) competition, for example, dumping; • protect their ..... (b) industries, which are important to their economy; • be less reliant on ..... (c), because their own economies need developing. 4. Answer the questions. a) What trend in international trade does Ian McPherson mention? b) Why does he think the trend is a good one? Đáp án: 1. a 2. a, b, d 3. a) unfair b) strategic c) imports 4. a) The trend towards liberalising trade and removing trade barriers b) Because the most successful economies tend to have open markets and most of their industries have been deregulated. D. Use the words and phrases in the box to complete the table below. Use a good dictionary to help you. barriers open borders free port developing industries dumping tariffs strategic industries restrictions quotas laissez-faire liberalise customs deregulation subsidise regulations Open markets Protected markets (Trade without restrictions on the movement of goods) (Trade with restrictions on the movement of goods, for example, import taxes) Đáp án: Open markets Protected markets open borders, free port, laissez-faire, liberalise, deregulation barriers, developing industries, dumping, tariffs, strategic industries, restrictions, quotas, customs, subsidise, regulations E. Match the sentence halves. 1. We're trying to break into a) all regulations if you want the delivery to go through without problems. 2. You should carry out b) the delivery date, let us know as soon as possible. 3. If you would like to place c) insurance cover for the shipment. 4. If you can't meet d) a market survey before you make a major investment. 5. They've quoted e) the Japanese market. 6. let us know if you want us to arrange f) an order, press one now. 7. It's essential to comply with g) us a very good price for the consignment. Đáp án: 1. e 2. d 3. f 4. b 5. g 6. c 7. a F. Find verb + noun partnerships in the sentences in Exercise E. Which of them is normally done by: a) the supplier? b) the buyer? c) both the supplier and the buyer? Đáp án: 1. to break into a market 2. to carry out a survey 3. to place an order 4. to meet a delivery date 5. to quote a price 6. to arrange insurance cover 7. to comply with regulations a) 1, 4, 5 b) 2, 3 c) 6, 7 Xem thêm ngữ pháp Câu điều kiện trong tiếng Anh tại: A. Choose the correct verbs to complete the sentences. 1. If you give us / I'll give us a discount of 5%, we'll place / place a firm order. 2. Will you deliver / Do you deliver by November if we pay / I'll pay the transport costs? 3. If you will lower / lower your price by 5%, we buy / I'll buy at least 4,000 units. 4. Would / Does it help you if we sent / ore sending the goods by air? 5. If you aren't improving / don't improve your delivery times, we'll have / had to find a new supplier. 6. If we will join / joined an association of producers, we would get / will get a better price for our coffee. Đáp án: 1. give us; I'll place 2. Will you deliver; pay 3. lower; I'll buy 4. Would; sent 5. don't improve; I'll have 6. joined; would get B. Naoko Nakamura, a buyer for a large Japanese department store, is negotiating with Li Bai, Sales Director for a clothing company in Hong Kong. Listen and complete the conversation. Naoko: If I ..... (1) 30,000 silk scarves, what discount will you offer us? Li: On 30,000, nothing. But if you buy 50,000 scarves, then ..... (2) offer you 10%. Naoko: OK, I'll think about that. And tell me, if we placed a very large order, say 80,000 units, ..... (3) to despatch immediately? Li: We can normally guarantee to despatch a large order within three weeks. But if you ..... (4) at a peak time, like just before Chinese New Year, it will be impossible to deliver that quickly. Naoko: I take it your price includes insurance? Li: Actually, no. Usually, you'd be responsible for that. But if the order ..... (5) really large, that would be negotiable, I'm sure. Naoko: What about payment? Li: To be honest, we'd prefer cash on delivery, as this is our first contact with you. If you ..... (6) a regular customer, ..... (7) you 30 days' credit, maybe even a little more. Naoko: That's all right. I quite understand. Li: Look, how about having some lunch now, and continuing later this afternoon? Then we could meet for an evening meal. I know an excellent restaurant in Wanchai. Naoko: Yes, let's continue after lunch. If I had more time, ..... (8) to have dinner with you, but unfortunately, my flight for Tokyo leaves at eight tonight, and I need to be at the airport by six. Đáp án: 1. order 2. we'll 3. would you be able 4. order 5. was 6. were 7. we would offer 8. I would love C. Make a list of the conditional sentences in the dialogue in Exercise B. For each sentence, decide if the events are: a) very likely b) less certain or imaginary. Đáp án: a) If I order 30,000 silk scarves, what discount will you offer us? If you buy 50,000 scarves, then we'll offer you 10%. If you order at a peak time, like just before Chinese New Year, it will be impossible to deliver that quickly. b) If we placed a very large order, would you be able to despatch immediately? If the order was really large, that would be negotiable. If you were a regular customer, we would offer you 30 days' credit. If I had more time, I would love to have dinner with you. #hochay #hoctienganh #hocanhvanonline #luyenthitienganh #hocgiotianganh #aphhoctienganh #webhoctienganh #detienganhonline #nguphaptienganh #tienganhthuonqmai #marketleader





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