

# Review 3 and 4 Answer key

## Review 3

(page 60 in the Student's Book)

### Products and packaging

1

- 1 competitive
- 2 attractive, effective, distinctive
- 3 critical, efficient, limited
- 4 original, impractical, technical

2

- 1 chance
- 2 view
- 3 sale
- 4 communication, process
- 5 field
- 6 needs
- 7 issues
- 8 solution

3

- 1 generate new ideas in focus groups
- 2 screen out unfeasible or unprofitable ideas
- 3 launch the product onto the market
- 4 draw up specifications for the product
- 5 conduct market studies
- 6 draw sketches and build mockups
- 7 go into production on a large scale after tests
- 8 test the product by using it in typical situations

4

- 1 length
- 2 width
- 3 height
- 4 weight

5

- 1 USP (unique selling point)
- 2 feature
- 3 specification
- 4 benefit
- 5 function

6

- 2 Here's the email that arrived this morning.
- 3 The team leader is an interesting man who comes from Spain.
- 4 The team leader who I met yesterday is an interesting man.
- 5 The team leader is an interesting man whose background is in IT.

7

- 1 Here's the email (that) I got this morning.
- 4 The team leader (who) I met yesterday is an interesting man.

8

- 2 travel insurance document
- 3 packaging design concept
- 4 household-cleaning product

9

- 1 go on
- 2 answer
- 3 objective
- 4 Finally
- 5 I'll
- 6 listening
- 7 into
- 8 feel
- 9 reasons

10

- Possible order:  
Beginning of presentation 3, 7, 5, 1, 4, 8  
End of presentation 9, 6, 2

11

- 1 Can we come back to that later?
- 2 I'm not sure that's a direction we want to go in.
- 3 That's more the kind of thing I had in mind.

## Review 4

(page 61 in the Student's Book)

### Careers

1

- 1 make a career choice
- 2 reach your long-term goal
- 3 prefer money rather than job satisfaction
- 4 learn new skills
- 5 gain experience
- 6 get a performance-related bonus
- 7 send off a job application
- 8 apply for a gap-year placement

2

- 1 targets
- 2 objectives
- 3 aim

3

- 1 know-how
- 2 knowledge
- 3 skill
- 4 experience
- 5 background
- 6 aptitude

4

- 1 be dismissed, be fired, be sacked
- 2 be dismissed
- 3 be laid off, be made redundant
- 4 be made redundant

5

- 1 short-listed
- 2 resign
- 3 attend
- 4 promoted
- 5 hired
- 6 apply

6

- 1 'm / am interviewing
- 2 interviewed
- 3 've / have interviewed
- 4 interview
- 5 need
- 6 Has anyone seen
- 7 put
- 8 'm / am talking

7

- 1 have been writing, have finished
- 2 have written, have been trying

8

- 1 strength
- 2 weakness
- 3 responsibility
- 4 performance
- 5 commitment
- 6 achievement

9

- 1 responsibilities
- 2 performance
- 3 strengths
- 4 weaknesses
- 5 achievement
- 6 commitment