# *The* **Business 2.0**

## Unit 3    Products and packaging

### Grammar 1

1 a
2 ø
3 a
4 The
5 a
6 ø
7 a
8 the
9 a
10 ø
11 ø
12 ø
13 The
14 a
15 a

### Grammar 2

1 which
2 that
3 which
4 who
5 that
6 who
7 that
8 whose

### Grammar 3

1 These are the minutes of the meeting which we had last week.
2 Alexander Santos Dumont, who came from Brazil, was one of the first pilots.
3 I think Mr Anderson was the man who interviewed me.
4 The products which we are redesigning will be the market leaders.
5 Karina was the sales rep who we met at the airport.
6 Teflon, which is used in kitchen pans, was originally invented for space vehicles.
7 T-Mobile, which is based in Germany, is an international phone network.
8 Supragraphics is the company whose system we used to simplify graphic design.

### Grammar 4

1 employee identification card
2 customer complaint form
3 building maintenance team
4 product development meeting
5 information access code
6 performance improvement initiative
7 computer software designer
8 product design department

### Pronunciation

1 ↗
2 ↗
3 ↗
4 ↗
5 ↗
6 ↗
7 ↗
8 ↗

### Vocabulary 1

1 wide
2 long
3 height
4 width
5 length
6 high
7 weight
8 weight

### Vocabulary 2

| Design | Devices | Materials |
|---|---|---|
| attention-grabbing | energy-saving | fire-retardant |
| eye-catching | labour-saving | water-resistant |

| Packaging | Personal stereos | Technology |
|---|---|---|
| child-resistant | shock-proof | fool-proof |
| tamper-resistant | water-proof | future-proof |

### Vocabulary 3

1a  2h  3e  4b  5d  6f  7g  8c

### Vocabulary 4

1 turn
2 example
3 catching
4 grabbing
5 retardant
6 resistant
7 weight
8 move