

**LANGUAGE**

**Lesson 6.1 Vocabulary**

BULATS (4 options)/ BECP Part six (3 options)

**1 Choose the correct option a, b, c or d.**

**Your own business – is it a risk worth taking?**

As technology changes the way we do business today, we are seeing large numbers of <sup>1</sup>..... appearing all over the world. However, one of the key things which can hold entrepreneurs back in any country is the availability of <sup>2</sup>....., that is finding the investment they need either to <sup>3</sup>..... the business or move onto the next level can be tricky. It is not enough simply to have a good idea and know who the <sup>4</sup>..... market is. An entrepreneur must be able to produce a sound business plan so that he or she can <sup>5</sup>..... the idea to any potential <sup>6</sup>..... backers such as a venture capital company, a business <sup>7</sup>..... or even crowdfunding. Finding the money they need from well-established businesses will also get the entrepreneurs expert advice, which can be invaluable.

It is a sad fact, however, that a large percentage of new small companies will <sup>8</sup>..... business in their first year due to lack of funding. Axel Gunner, the <sup>9</sup>..... of a very successful company, says that another reason for this failure is often lack of experience. Despite the problems, people will still come up with innovative ideas and businesses as there are still huge <sup>10</sup>..... to be made from new technology. For many entrepreneurs, the risk is worth taking.

- 1**  
a set-ups      b start-ups      c pitches      d markets
- 2**  
a subsidies    b currency      c revenues    d funding
- 3**  
a set up      b plan          c invest      d construct
- 4**  
a goal        b objective    c target      d direct
- 5**  
a throw      b pitch        c recommend   d give
- 6**  
a financial      b entrepreneurial  
c economic      d profitable
- 7**  
a sponsor      b founder      c promoter    d angel
- 8**  
a break up    b stop          c go out of    d crash
- 9**  
a maker        b producer    c creator      d founder
- 10**  
a profits        b benefits     c salaries     d takings

**/10**

**Lesson 6.2 Grammar**

**2 Complete the second sentence with reported speech. Make all the necessary changes.**

- 1** 'What changes will the company make next year?'  
He asked .....
- 2** 'We've had a few problems with the new products.'  
They said .....
- 3** 'I don't understand why we can't meet tomorrow.'  
She told me .....
- 4** 'We had a meeting with the investor yesterday.'  
The partners said .....
- 5** 'Did you borrow my laptop this morning?'  
He asked me .....
- 6** 'We are going to speak to the staff later today.'  
They told us .....
- 7** 'Will you need to look for further investment?'  
She asked him .....
- 8** 'When are you planning to build the factory?'  
He asked us .....
- 9** 'Revenues from sales are higher than ever before.'  
The CEO said that .....
- 10** 'I won't be here next week because I'm going on a course.'  
She told us .....

**/10**

**Lesson 6.3 Functional language**

BULATS

**3 Choose the correct answer a, b, c or d.**

- 1** You could pay in .....
- a pieces      b budgets      c instalments    d finds
- 2** What's your ..... for the financial year?
- a budget      b price          c finance          d discount
- 3** If we give you a discount, do we have a .....?
- a trade        b plan            c deal              d concern
- 4** Does that solution ..... your concerns?
- a challenge    b spread          c appreciate      d address
- 5** Would the loan be ..... free?
- a discount    b interest        c instalment      d deal

**/5**

**Lesson 6.4 Functional language**

BULATS/PTE Part B

**4 Write one word which best fits each space.**

- 1 This pie ..... shows the percentage of export sales by continent.
- 2 This line ..... represents domestic sales over the last twelve months.
- 3 Now, I'd like to hand ..... to my colleague to talk about the new product.
- 4 Now, let's look more ..... at the sales figures from last month.
- 5 I'd also like to ..... you on this chart the potential sales for the coming year.

**/5**

**Lesson 6.5 Functional language**

BECV Part Five

**5 Read the article. In some lines there is one extra word. If there is an extra word, write it next to the line number. If the line is correct, write 'correct'.**

**New business takes off**

<sup>1</sup>In a small village in the rural Kenya, Paul Njeroge is  
<sup>2</sup>busy working on his solar-powered laptop and phone.  
<sup>3</sup>There was no electricity until Paul returned from home  
<sup>4</sup>from university for the summer holiday. He spent it  
<sup>5</sup>designing a portable solar system order to provide  
<sup>6</sup>electricity for the villagers. He teamed up with a charity  
<sup>7</sup>who subsidised the cost so that it was affordable.  
<sup>8</sup>Villagers can not now charge their cell phones, have  
<sup>9</sup>light in the evenings and run on small fridges. Thousands  
<sup>10</sup>of lives have changed in rural Kenya.

- |         |          |
|---------|----------|
| 1 ..... | 6 .....  |
| 2 ..... | 7 .....  |
| 3 ..... | 8 .....  |
| 4 ..... | 9 .....  |
| 5 ..... | 10 ..... |

**/5**

**SKILLS**

**Short listening**

BECP Part Two / BULATS

**6 [BP\_B1plus\_Test\_06\_001.mp3] Listen to a man calling an entrepreneurs' advice centre and complete the notes. Use one or two words or a number.**

**ARDEN ENTREPRENEURS  
INVESTMENT REQUEST**

**Name of applicant:** Michael <sup>1</sup> .....

**Business name:** InfaSmooth

**Nature of business:** baby/infant <sup>2</sup> ..... organic creams

**Reason for investment:**

- increasing <sup>3</sup> .....
- looking for a <sup>4</sup> .....
- need more staff

<sup>5</sup> ..... **done:** Yes

**Investment required:** € <sup>6</sup> .....

**Meetings arranged:**

- AAfirstinvest:

Appointment 2 p.m. on <sup>7</sup> .....

- Whatstart:

Appointment <sup>8</sup> ..... on Friday

**/8**

**Reading**

BULATS (4 options)/BECP Part Five (3 options)

**7 Read the article and choose the correct answer a, b, c or d.**

**How one Chinese rural county spawned four courier empires**

For a Chinese village deep in the mountains, Xiatang has a lot of mansions. Luxury cars with \$13,000 Shanghai licence plates provide further clues that this is not your typical rural village.

With a population of just 400,000, Tonglu county in eastern China's Zhejiang province is home to the founders of four separate express delivery and logistics companies, known in Chinese as kuaidi. Over the past 16 months, all four have listed on Chinese or foreign stock exchanges, turning their founders into billionaires.

Zhejiang is famous for its entrepreneurial culture and business communities and developed a thriving light manufacturing industry in the 1990s. By the early 2000s, the city of Wenzhou was the world's leading producer of cigarette lighters and spectacles. The provincial capital, Hangzhou, is home to Alibaba and other big internet groups.

Tonglu is scenic but its remote location made economic development difficult. What it did have in the early 1990s

was poor villagers who were prepared to work very hard. 'The people of Tonglu were good at travelling on foot. Because transport wasn't developed, you had to rely on your own two legs to reach the outside world,' said Sun Kan, author of the book *China's Kuaidi Tonglu Gang*. 'The first kuaidi people drove tricycles or used other simple transport methods. City people couldn't have done this kind of job.'

The head of the Tonglu gang was Nie Tengfei, who founded STO Express in 1993 aged 20 after moving to Hangzhou and later Shanghai. Staffed by friends and relatives from his home country, STO began by delivering cakes, biscuits and alcohol. But Mr Nie's breakthrough was the realisation that STO could earn more delivering business documents. While China Post took three days to deliver documents from Hangzhou to Shanghai, STO offered an overnight service.

Others from Tonglu soon followed in the footsteps of Mr Nie, who died in a car accident in 1998. By the mid-2000s, the e-commerce boom led by Alibaba had led to extraordinary growth, as delivery men crossed the country to deliver clothes, homewares, appliances and even, in recent years, fresh-cooked meals. Logistics companies delivered 31 bn parcels in China last year, up 51 per cent from 2015.

Back in Xiatang, an 84-year-old man surnamed Wu takes in the sun from the porch of a large house, dressed smartly in a tweed cap and wearing a gold ring and bracelet. He's no longer very mobile but he has help – his son, one of 14 relatives who work in the kuaidi business in Shenzhen, hired two maids to cook and clean for him.

'Sure, I remember the Nie brothers,' he says. 'Everyone in this village is related. Those boys used to be really poor. They used to sleep on the floor.'

Name: \_\_\_\_\_

**1** The village of Xiatang

- a** seems to be very wealthy.
- b** produces luxury cars.
- c** is a typical Chinese village.
- d** builds mountain houses.

**2** We learn that Tonglu county

- a** was founded by four business people.
- b** has set up its own stock exchange.
- c** is the location for several successful kuaidi.
- d** is the centre of Zhejiang province.

**3** Zhejiang province

- a** is famous for its manufacturing.
- b** was the location of a number one global supplier.
- c** encouraged many entrepreneurs to set up there.
- d** is currently a leading producer of spectacles.

**4** According to the article, Tonglu county's success is due to

- a** its excellent transport infrastructure.
- b** city people's unwillingness to work there.
- c** its remote and beautiful location.
- d** local people's determination and hard work.

**5** We learn that STO Express

- a** was founded by Nie Tengfei's family and friends.
- b** initially delivered business documents.
- c** could deliver documents faster than the postal company.
- d** needed a lot of official documents to operate.

**6** In the mid-2000s

- a** Mr Nie led the rapid e-commerce boom.
- b** STO Express was the market leader in logistics.
- c** Alibaba was leading the economic growth.
- d** logistics companies delivered over 30 billion parcels every year.

**7** Mr Wu

- a** is one of the people who remembers Mr Nie.
- b** helps his sons in the kuaidi business in Shenzhen.
- c** is one of the poorest people in Xiantang.
- d** used to sleep on the floor when he was a child.

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### Writing

BECP Part 2/BULATS (50–60 words)

**8 You are an entrepreneur looking for an investor.**

**Write an email to a venture capital company:**

- saying why you are writing.
- briefly describing your business.
- saying why you need the money.
- requesting a meeting.

**Write about 60–80 words.**

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