

Grammar and Vocabulary

Lesson 2 – A

Topic: Business Planning

Aim:

1. Understand meanings and practice using words related to business planning appropriately.
2. Review Count Nouns and Plural verbs..

I. VOCABULARY

Exercise 1: Let's Review Words! (5–6minutes)

Identify the meaning of the underlined words. Choose the best answer from the choices that follow. Practice using the the underlined words in sentences.

1. Business proposals are often a key step in the complex sales process.
 - a. offer
 - b. subject
 - c. messages
 - d. introduction
2. Mr Rose became the Chief Executive in May 2004 and took responsibility for buying and retail merchandising in November.
 - a. wholesale
 - b. packing list
 - c. sell individually
 - d. ship
3. Ronaldo is rumored to be sweating over his numerous merchandising deals.
 - a. fir
 - b. a round of play
 - c. agreement
 - d. portion
4. External expertise was sought and incorporated into buying, training, marketing and in–store merchandising.
 - a. separated
 - b. combined
 - c. individual
 - d. turned
5. You would sell the merchandise at a cost you would determine.
 - a. container
 - b. goods
 - c. customs
 - d. sell

Exercise 2: Let's use the words!

Read the advertisement and complete the sentences using the words from the box below.

Choices:

sessions
create

refreshments
analysis

reserve
strategy

series

Learn how to create a Business Plan For the LiveWIRE Business Plan Awards.
This event will be held in a _____ of 3 separate _____ on Friday Mornings.

The first part is on the introduction to a Business Plan and the formal Business Plan Structure.
(22nd May 2009 this friday!)

The second part is on the marketing _____, marketing strategy and Human Resource Management. (5th June 2009)

The third part is on the Financial Analysis, Tips on using IT to _____ a business plan, and Presenting the Business Plan. (26 June 2009)

The fee is \$10 in total for all three events, just for _____.
Seats are limited. So Hurry! :p

RSVP to this invite to _____ your seats now.
or/and Contacting Norul at LiveWIRE
2335124/2220964/8861474

II. GRAMMAR REVIEW.

Topic: Count Nouns and Plural Verbs

Count noun is a common noun that can be modified by a numeral and that occurs in both singular and plural form, as well as co-occurring with quantificational determiners like every, each, several, etc. A **mass noun** has none of these properties. It can't be modified by a numeral, occur in singular/plural or co-occur with the relevant kind of determiner.

Examples

Below we see examples of all these properties for the count noun chair and the mass noun furniture. As always in discussion Occurrence in plural/singular.

Correct: There is a **chair** in the room.

Correct: There are **chairs** in the room.

Incorrect: There is a **furniture** in the room.

Incorrect: There are **furnitures** in the room.

Co-occurrence with count determiners

- Correct : Every **chair** is man made.
Correct : There are several **chairs** in the room.
Incorrect : Every **furniture** is man made.
Incorrect : There are several **furnitures** in the room.

Some determiners can be used with both mass and count nouns, including “some”, “a lot (of)”, “no”. Others cannot: “few” and “many” are used with count items, “little” and “much” with mass. (On the other hand “fewer” is reserved for count and “less” for mass, but “more” is the proper comparative for both “many” and “much”.)

Exercise 1: Let's try this out!

A: Error Recognition

Identify the one underlined word or phrase that should be corrected or rewritten. Then, write the correct sentence.

1. They depended on handout from the state.

A B C D

2. Dry erase markers writes on and wipe off just as easily on the sleeves as on the card itself.

A B C D

3. Flip charts do not need electricities.

A B C D

4. A built-in microphone, which transmit sound across the Net, is also part of the package.

A B C D

5. The addresses member specifies a pointer to the address.

A B C D