

## Reading and Listening

### Lesson 2 – B

Topic : Business Planning

Aim : Improve Reading and Listening skills with vocabulary studies  
Acquire and evaluate information that pertains to Business planning  
Listening to determine a speaker's attitude or opinion

#### READING

Exercise 1 : **VOCABULARY**. Choose the one word or phrase that best complete the sentences.

Then practice using the words in your own sentence. ( 5 – 6 minutes )

1. It was revealed that the company had been paying private investigators to \_\_\_\_\_ information on the strategic plan of their competitors.

- (a) institute
- (b) create
- (c) associate
- (d) accumulate

2. It was feared that reports of the company's difficulties would \_\_\_\_\_ rumors of upcoming layoffs.

- (a) force
- (b) fuel
- (c) discourage
- (d) fight

3. The board of directors of PDW Development turned down the plans for redesigning overseas plants because the landscaping \_\_\_\_\_ were far more than originally anticipated.

- (a) tolls
- (b) proceeds
- (c) fares
- (d) costs

4. Try and see things from the customer's \_\_\_\_\_.

- (a) scenery
- (b) sighting
- (c) contract
- (d) perspective

5. She was surprised when we finally got there, because it was quite different from what she had \_\_\_\_\_.

- (a) imagination
- (b) pictured
- (c) impression
- (d) portrayed

Exercise 2 **Reading Comprehension.** Read the following Internet site and try to answer the questions that follow. (3 – 5mins )

The new economy has created great business opportunities as well as great turmoil. Not since the Industrial Revolution have the stakes of dealing with change been so high. Most traditional organizations have accepted, in theory at least, that they must make major changes. Even large new companies recognize that they need to manage the changes associated with rapid entrepreneurial growth. Despite some individual successes, however, this remains difficult, and few companies manage the process as well as they would like. Most companies have begun by installing new technology, downsizing, restructuring, or trying to change corporate culture, and most have had low success rates. Above 70 percent of all change initiatives fail.

The reason for most of these failures is that in their rush to change their organization, managers become mesmerized by all the different, and sometimes conflicting, advice they receive about why companies should change, what they should try to accomplish, and how they should do it. The result is that they lose focus and fail to consider what would work best for their own company. To improve the odds of success, it is imperative that executives understand the nature and process of corporate change much better.

Most companies use a mix of both hard and soft strategies. Hard change result in drastic layoffs, downsizing, and restructuring. Soft change is based on internal organizational changes and the gradual development of a new corporate culture through individual and organization learning. Both strategies may be successful, but it is difficult to combine them effectively. Companies that are able to do this can reap significant payoffs in productivity.

1) What is the article mainly about?

- (a) Corporate marketing plans
- (b) New developments in technology
- (c) Ways for companies to increase profits
- (d) How companies try to adapt to new conditions

1) The word manage in paragraph 1, line 5, is closest in meaning to

- (a) correct
- (b) attract
- (c) handle
- (d) regulate

1) What is soft change based on?

- (a) Changes in the corporate culture
- (b) Reduction in company size
- (c) Relocating businesses
- (d) Financial markets

## II. LISTENING

### Exercise 1 *Picture Description* ( 1 – 2 minutes )



Choose the best statement that best describes what you see in the picture.

Preparation for a meeting

- (A)
- (B)
- (C)
- (D)

Exercise 2. *Let's listen!* Read a question about the short talk and chose the best answer to each question that follows. ( 5 – 6 minutes )



1. Who is the speaker?

- (a) An architect
- (b) An entrepreneur
- (c) An engineer
- (d) A banker

2. How many start-up companies has the speaker formed?

- (a) Five
- (b) Six
- (c) Twelve
- (d) Thirteen

3. What does the speaker say about his future?

- (a) He is ready to retire.
- (b) He is going to sell his assets.
- (c) He will work for five more years.
- (d) He will remain in the same job.

Exercise 3. *Let's complete it!* Listen again to the audio clip and fill up the missing word or phrase. ( 3-4 min)



You know, that's the question I'm probably asked the most: Why? Sometimes I wonder myself. It's hard work to start a business, any business. So why do I work so hard to start one, \_\_\_\_\_, and then walk away to start another one from \_\_\_\_\_? I don't know, really. It's not for the money. If I wanted to get rich I'd make one business \_\_\_\_\_ successful, then sell it. I guess it's in my DNA. I love the challenge of creating something -- of seeing my dreams \_\_\_\_\_ to life. But once they do, the excitement's gone, and I'm ready for something else. I think the first sign I would be a businessman was when I was nine, and a friend and I started \_\_\_\_\_ our used DVDs to the \_\_\_\_\_ kids. I started my first business at age 13 -- a lawn-mowing service -- and I've been creating companies ever since. Not all of them have been successful, but I think I've learned more from my \_\_\_\_\_ than my successes. This current \_\_\_\_\_ is my 12th start-up company. Five have failed, but six are going strong, so I'm batting better than five-hundred. I'm 60, I'm still in good health, I love what I do -- so I see myself doing this until the day I die.

scratch	enormously	venture	get it going
renting	neighborhood	spring	failures

**Exercise 1: Listening Comprehension Transcript**

- (A) The woman on the right has just written something on a flip chart.
- (B) The woman on the right is holding a blue felt tip pen.
- (C) The woman on the left has both hands on the laptop keyboard.
- (D) Both women are wearing yellow tops.

**Exercise 2: Listening Comprehension Transcript**

You know, that's the question I'm probably asked the most: Why? Sometimes I wonder myself. It's hard work to start a business, any business. So why do I work so hard to start one, **get it going**, and then walk away to start another one from **scratch**...? I don't know, really. It's not for the money. If I wanted to get rich I'd make one business **enormously** successful, then sell it. I guess it's in my DNA. I love the challenge of creating something -- of seeing my dreams **spring** to life. But once they do, the excitement's gone, and I'm ready for something else. I think the first sign I would be a businessman was when I was nine, and a friend and I started **renting** our used DVDs to the **neighborhood** kids. I started my first business at age 13 -- a lawn-mowing service -- and I've been creating companies ever since. Not all of them have been successful, but I think I've learned more from my **failures** than my successes. This current **venture** is my 12th start-up company. Five have failed, but six are going strong, so I'm batting better than five-hundred. I'm 60, I'm still in good health, I love what I do -- so I see myself doing this until the day I die.

References:

BARRON'S 600 ESSENTIAL WORDS FOR TOEIC 3<sup>rd</sup> Edition;

新 TOEIC TEST リスニングスピードマスター.; 新 TOEIC TEST 英文法スピードマスター.

; <http://www.english-test.net/toEIC/listening/>; <http://www.espartyland.com/http://www.bbc.co.uk/worldservice/learningenglish/>

