2 | Products and services

Starting point

1  Lufthansa - German (airline)
    Sony - Japanese (electronics)
    Coca-cola - American (drinks products)

2  Philips - electronics
    Bayer - pharmaceuticals
    Microsoft - software

3  Banco do Brasil - financial services
    Allianz Worldwide Care - insurance
    CNN - news / media

Working with words

1

1 electronics  5 automobile
2 pharmaceuticals  6 software
3 recruitment  7 hospitality
4 real estate  8 financial services

2

recruitment, pharmaceuticals, software, financial services, electronics, automobile

3

1 recruitment  3 software  5 electronics
2 pharmaceuticals  4 financial services  6 automobile

4

pharmaceuticals electronics recruitment hospitality finance automobile

6

2 service  4 product  6 product
3 product  5 service
GlaxoSmithKline produces pharmaceuticals.
Microsoft produces software.
Manpower provides staff.
Toyota produces cars.
Deutsche Bank AG provides finance.

Language at work

Possible answers
computer hardware, pizza, insurance, office equipment, tickets
Possible answer

A Hello. Can I order some mobile phones, please?
B Can I have the product code, please?
A Yes, of course. It's DFK 1678.
B Sorry, can you speak more slowly?
A Certainly, it's DFK 1678.
B OK. Thank you.
A Can you deliver next week?
B I'm sorry, but that isn't possible. We don't have them in stock at the moment.
A OK. Can you send them as soon as possible?
B Yes, of course. Can you confirm that by email?
A Sure. Can I have your email address?
B Yes, it's info at bcom dot biz.
A Can you spell that?
B Yes, of course. It's info, I-N-F-O, at bcom, B-C-O-M, dot biz, that's B-I-Z.
A That's great. Thank you very much. Goodbye.

Case study

Task

1

Catalogue? No, but products are online.
Free delivery? Yes, for orders over £30. For orders under £30 there is a £3.90 delivery charge.
Delivery times? Next day for orders over £30. Other orders take two days.
Return products? Yes, within 14 days.
International deliveries? No, only in the UK.