

Business Elementary

Unit 9: Competition



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Unit 9: Grammar reference and Homework



Working with words

1. Complete the email with the words from the list.

fast
low

friendly
up-to-date

high
wide

➤ Send

⌵

🛡️ ⌵

🗑️

📧

Our 1. _____ range of products is of 2. _____ quality and we always offer 3. _____ prices. We produce our products using modern machines and 4. _____ technology. You can see all the products in our brochure and read about our 5. _____ delivery times and 6. _____ customer service.

Please call us or order online.

2. Choose the correct adjective (a, b or c) to complete 1-6.

1. We use _____ technology to build our systems.
a. friendly b. low c. up-to-date
2. Don't buy from BNS, their prices are too _____.
a. high b. fast c. bad
3. We have a _____ choice of products.
a. up-to-date b. wide c. high
4. Our new offices are in a _____ location.
a. slow b. good c. wide

5. We offer a _____ delivery time for urgent orders.
a. fast b. expensive c. good
6. They are expensive, but they produce _____-quality products.
a. wide b. bad c. high

3. Put the letters in *italics* in the correct order to make words to complete the presentation.

We are very competitive and are number two in the market. Why? We offer *findlrey* 1. _____ customer service. We can guarantee a fast *dylvreei* *tmie* 2. _____ for our products and, although they are sometimes *expnxseiev* 3. _____, the products are high *ayultai* 4. _____ and there is a wide *coihce* 5. _____. The customer service office is also in a *odog* 6. _____ location for our customers.

1. Underline the correct words in *italics* to complete the conversation.

A: I have two quotes here for office printers. It's difficult to choose one.

B: How do they **1.** *compare / better*?

A: Lexi is **2.** *difference / similar* to Termac.

B: So what's the **3.** *difference / compare*?

A: The **4.** *advantage / better* of the Lexi is it works with a wireless network.

B: That sounds good.

A: Yes, but it's more expensive.

B: The Termac is cheaper, but the **5.** *comparison / disadvantage* is it is more difficult to use and isn't wireless.

A: I **6.** *choice / prefer* the Lexi – it's a higher price but better for our office.

B: OK.

2. Put this conversation in the correct order 1-11. The first and last lines are correct.

a. 1 A: I have two hotels that look good. Which should we book?

b. ____ B: Let's choose GrandStay – breakfast is included, we have transport and we can get an Uber to the center of town.

c. ____ A: Well, GrandStay is similar to BlueHaven. GrandStay has breakfast included, but BlueHaven doesn't.

d. ____ B: How do they compare?

e. ____ A: Exactly. But the disadvantage of BlueHaven is it only has a suite free – no single rooms.

f. ____ B: So we don't need a hire car?

g. ____ A: Yes, breakfast is good, but the advantage of BlueHaven is its location. It's more central.

h. ____ B: Well, I'd like breakfast in the price.

i. ____ B: Oh, does GrandStay have single rooms?

j. ____ A: Yes, and the advantage of GrandStay is we can have free pick-up from the airport.

k. 11 A: OK – I'll book it.

GRAMMAR REFERENCE

Comparatives

Form

One-syllable adjectives (also some two-syllable adjectives)

Adjectives ending in a consonant: add *-er*

fast → *faster*

Adjectives ending in *-e*: add *-r*

wide → *wider*

Adjectives ending in a vowel + consonant: double the consonant and add *-er*

big → *bigger*

Adjectives ending in *-y*: replace the *-y* with *-ier*

easy → *easier*

Long adjectives – two syllables or more

Put *more* **before** the adjective. The adjective doesn't change.

difficult → *more difficult*

Irregular adjectives

good → *better*

bad → *worse*

Use

Use comparatives to compare two or more things or people.

*Shopping online gives you a **wider** choice of products and **cheaper** prices than shopping on the high street.*

Than

To compare two things use *than* after the adjective.

*A Daewoo is **cheaper than** an Audi. Sofitel*

*is **more expensive than** Novotel.*

*Express delivery is **faster than** standard delivery.*

1. Put the adjectives from the list in the correct category 1-3. Then add their comparative forms.

cheap

experienced

difficult

fast

easy

friendly

expensive

low

Adjective	Comparative
1.	+ -er
2.	+ -ier
3.	+ more

2. Correct the mistakes in 1-8.

1. Dutch is easier to learn than Chinese. _____
2. Our customers are often more experienced that our technicians. _____
3. The competitors offer more lower prices than us. _____
4. easyJet is often worser than before. more cheap than KLM. _____
5. KPN offers a gooder service than my phone provider. _____
6. Our office is in a more expensive location like our competitor's. _____
7. The new mobile phone is more difficulter to use than the old model. _____
8. Their customer service is worser than before. _____

3. Complete the text with the words from the list.

better

higher

easier

more (x2)

expensive

than

friendlier

wider

worse

REPORT: Our market position in comparison to our competitor in the supermarket business.

- Our products are often 1. _____ expensive, but we offer a 2. _____ choice 3. _____ them.
- Quality of our products is always 4. _____ than theirs.
- Their sales staff are well trained and 5. _____ experienced than our shop assistants.
- Customers say our staff are 6. _____ than the competitor's.
- Our stores are in more 7. _____ locations, but we are 8. _____ to find than the competitor.
- In conclusion, it's not possible to say we are 9. _____ or 10. _____ than our competitor. We have different qualities.

Asking about differences

- *What’s the difference?*
- *How do they compare?*
- *Are they better?*

Talking about similarities

- *X does ..., but Y also ...*
- *There’s no difference.*
- *... is similar (to ...).*

Talking about differences

- *They’re (cheap)er / more ...*
- *The advantage of ... is ...*
- *The disadvantage is ...*

Choosing

- *Let’s choose ...*
- *This one’s better.*
- *I prefer ...*

Answer Keys

Working with words

1.
1. wide 4. up-to-date
2. high 5. fast
3. low 6. friendly
2.
1. c 4. b
2. a 5. a
3. b 6. c
3.
1. friendly 4. quality
2. delivery 5. choice
3. expensive 6. good

Business communication

1.
1. compare 4. advantage
2. similar 5. disadvantage
3. difference 6. prefer
2.
1. a (1)
2. d
3. c
4. h
5. g
6. e
7. i
8. j
9. b
10. f
11. k (11)

Language at work

1.

Adjective	Comparative	Category
cheap	cheaper	+ -er
fast	faster	+ -er
low	lower	+ -er
easy	easier	+ -ier
friendly	friendlier	+ -ier
difficult	more difficult	+ more
experienced	more experienced	+ more
expensive	more expensive	+ more

2.

1. Dutch is **easier** to learn than Chinese.
2. Our customers are often **more experienced** than our technicians.
3. The competitors offer **lower** prices than us. (Remove "more")
4. easyJet is often **worse** than before. Cheaper than KLM.
5. KPN offers a **better** service than my phone provider.
6. Our office is in a **more expensive** location than our competitor’s.
7. The new mobile phone is **more difficult** to use than the old model.
8. Their customer service is **worse** than before.

3.

1. more 6. friendlier
2. wider 7. higher
3. than 8. easier
4. better 9. better
5. more 10. worse