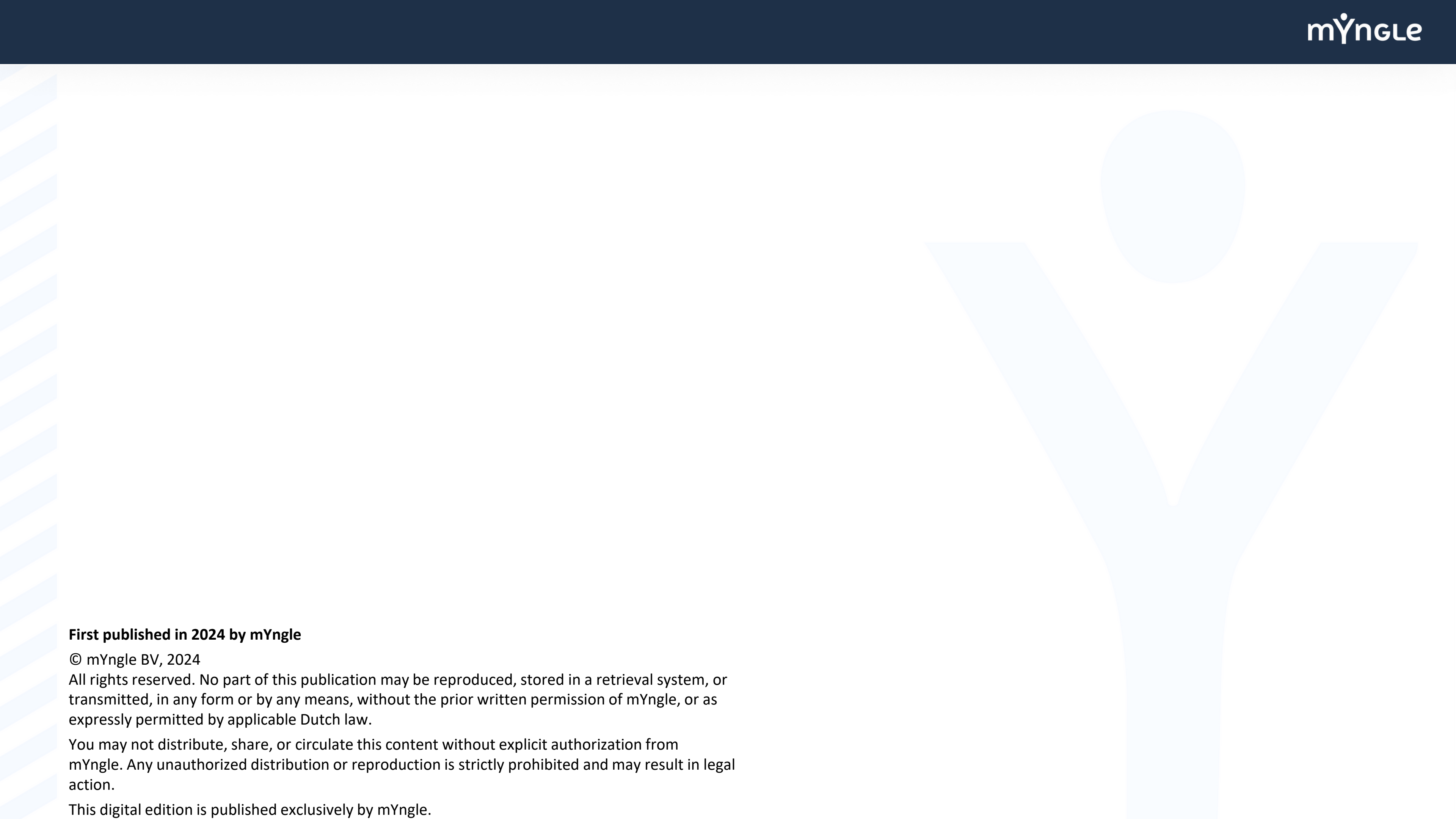


mYngle

Business Pre-Intermediate

Homework - Unit 3: Products & Services



The background features a dark blue header with the mYngle logo. On the left, there is a vertical strip with diagonal light blue and white stripes. On the right, there is a large, faint, light blue graphic of a person with arms raised, holding a circular object above their head.

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1. Read the following text and say if the following statements (a-f) are True or False.

- a. The company uses old technology to create its products.
- b. The products are made with high-quality materials.
- c. The company's products are helpful and stylish.
- d. The products are very expensive, so not everyone can afford them.
- e. The company creates the same designs as other companies.
- f. The company only sells smart home gadgets.

2. Find in the text the words for the following definitions:

- a. _____: Not the same as anything or anyone else; first of its kind.
- b. _____: Very good; well-made and of superior standard.
- c. _____: The only one of its type; unusual and special.
- d. _____: Many people like it; widely admired or accepted.
- e. _____: Willing to help, or useful, especially in a practical way.
- f. _____: Worth the money; a good deal in terms of price and quality.
- g. _____: Not old; recently developed or introduced.

Our Products & Services in 2050

In the year 2050, our company has many popular products and services to make life easier and more fun. We use new technology to make unique products that people love. Our team makes each product with care and uses high-quality materials, so they last a long time and work well.

We work hard to create original designs that our customers need. Our products are not only helpful but also look nice and modern. We have smart home gadgets and personal care items. We always try to be different and new.

We also want to give good value to our customers. You can find our products at great prices and still get high quality. We believe that everyone should afford good products, so our prices are fair. Our goal is to help people live better, and our products show this every day.

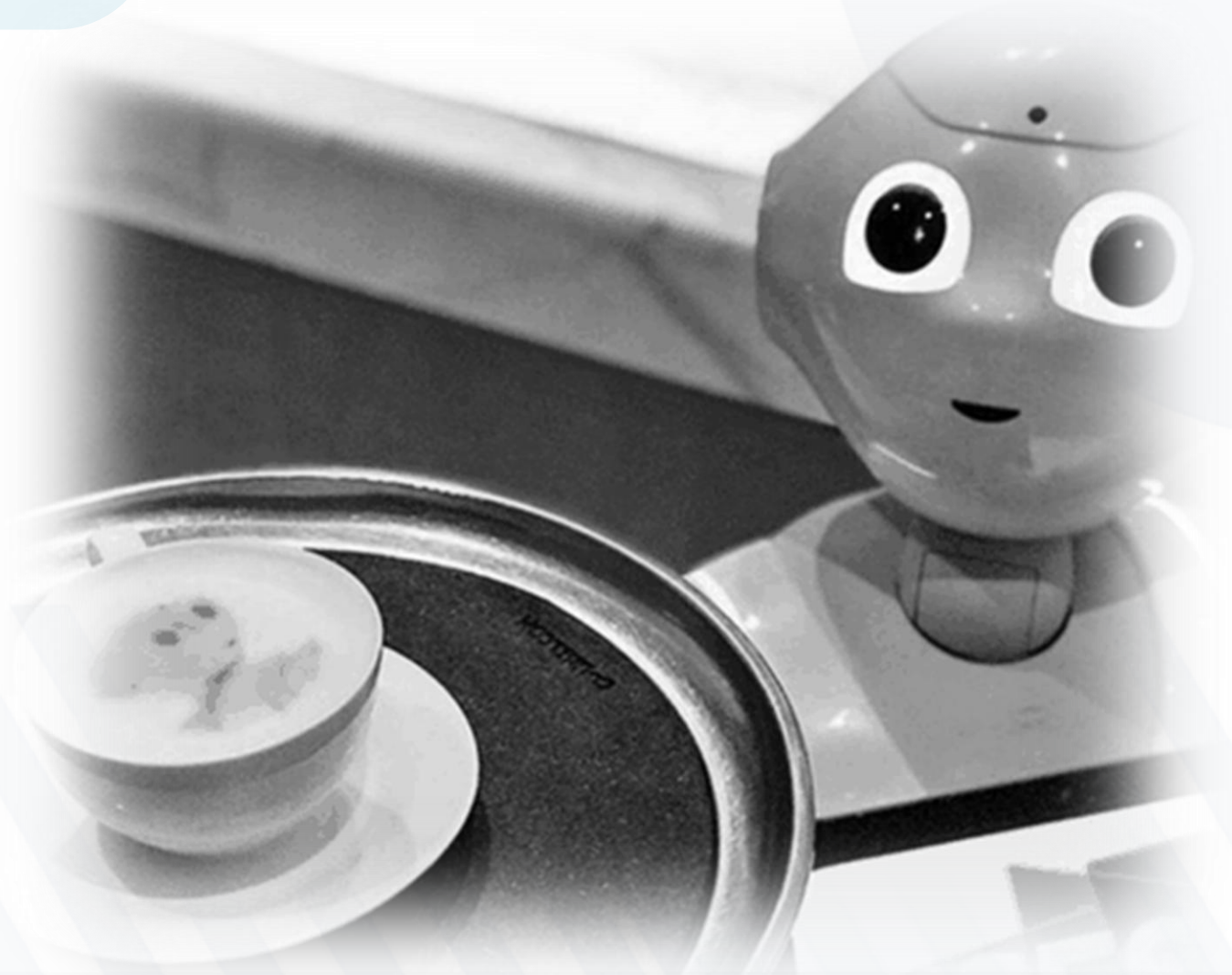
3. Choose the correct adjective (a-d) that illustrates the description.

1. A product that stands out because there is nothing else quite like it in the market:
a. new b. unique c. helpful d. popular
2. A service that is considered to be excellent because it is made or performed very well:
a. good value b. high-quality c. helpful d. original
3. A brand that has just launched its first product this year:
a. new b. unique c. popular d. high-quality
4. Something that provides a great deal of utility for its cost:
a. helpful b. original c. good value d. new
5. A tool or resource that assists effectively in achieving work tasks:
a. popular b. helpful c. unique d. original
6. An item that is loved and preferred by a large number of people:
a. popular b. unique c. high-quality d. new
7. A concept that was the first of its kind, not derived from anything previously known:
a. new b. unique c. helpful d. original
8. A newly developed technology that has just been released to the public:
a. new b. original c. popular d. high-quality
9. A smartphone that despite its lower cost, offers excellent features and performance:
a. high-quality b. good value c. helpful d. popular
10. An approach or solution that no other company has thought of before:
a. unique b. original c. popular d. helpful

4. Read the following text about the Selfieccino. Then decide if the sentences (1-10) are true or false.

The selfieccino is a new and original concept that is quickly becoming popular in cafes around the world. This unique drink allows customers to have their selfies printed right on the foam of their cappuccino, making it a fun and personalized experience. The selfieccino uses high-quality coffee and milk, ensuring that not only does the drink look good, but it tastes good too. Many customers find the selfieccino helpful when they want to give a special gift or surprise someone they care about. Additionally, considering its uniqueness and the enjoyment it brings, many believe it is good value for the money. The selfieccino is definitely not your typical coffee; it's an unusual and special beverage that stands out in the crowded coffee market.

1. The selfieccino is a traditional coffee drink. **True / False**
2. The selfieccino allows customers to have their pictures printed on the drink. **True / False**
3. This drink uses low-quality ingredients. **True / False**
4. The selfieccino is considered useful for giving as a special gift. **True / False**
5. Many people do not like the selfieccino. **True / False**
6. The concept of the selfieccino is original and not old. **True / False**
7. It's an expensive product that is not worth the money. **True / False**
8. The selfieccino is very common and similar to other drinks available. **True / False**
9. People appreciate the selfieccino because it's a unique way to enjoy coffee. **True / False**
10. The selfieccino is unpopular and rarely found in cafes. **True / False**



1. Read the following reviews of products and services. Put the words from the box in the correct review.

ReadRight	GreenOffice Supplies	TimelsofTheEssense Corp
TechSkills Academy	BeautyPlus	ABC Consultants

Review 1:

I am buying a new smartwatch from _____. It is very user-friendly and portable. The watch is stylish and feels comfortable when I wear it. I use it to check my heart rate when I run.

Review 2:

I run a small business and need help. I am consulting with _____. They are helpful and affordable. They are looking at how I manage my business and are giving me great advice.

Review 3:

We are using _____ at our office now. Their products are eco-friendly and affordable. Using these products makes us feel good because we are helping the environment.

Review 4:

I am attending a training session at _____ this week. It is new and exciting. The trainers know a lot and make learning fun. We are doing many activities together, which helps us learn better.

Review 5:

I have a new eBook reader from _____. It is light and easy to carry. The device is eco-friendly because it uses low-energy and is made from recycled materials. It is simple to download and read books on it.

Review 6:

I am trying a new face cream from _____. It is made with eco-friendly ingredients. The packaging is attractive, and the cream is comfortable on my skin.

2. Based on the reviews, decide if the following statements are true or false.

1. The smartwatch from TimelsofTheEssense Corp is difficult to use. **True / False**
2. The smartwatch from TimelsofTheEssense Corp is portable and stylish. **True / False**
3. ABC Consultants are very expensive. **True / False**
4. GreenOffice Supplies products are harmful to the environment. **True / False**
5. The eBook reader from ReadRight is made from recycled materials. **True / False**
6. TechSkills Academy’s training sessions are boring and uninformative. **True / False**
7. The eBook reader from ReadRight is heavy and uses a lot of power. **True / False**
8. BeautyPlus face cream contains harmful chemicals. **True / False**
9. ABC Consultants are giving great advice on business management. **True / False**
10. TechSkills Academy’s training sessions involve many interactive activities. **True / False**

3. Fill in the blanks with the correct adjective from the list provided.

- **affordable**
- **attractive**
- **comfortable**
- **eco-friendly**
- **high-quality**
- **high-tech**
- **innovative**
- **original**
- **portable**
- **popular**
- **user-friendly**

1. The new smartphone model is very _____ because it has a longer battery life and improved camera features.
2. This backpack is _____ you can take it anywhere without feeling burdened.
3. Our software is _____ to navigate, making it suitable for users of all ages.
4. We strive to produce _____ products that last longer and perform better than our competitors.
5. The company has introduced a _____ type of home appliance that cleans using ultrasonic waves.
6. Our furniture is designed to be both _____ and _____, ensuring comfort and a pleasing aesthetic.
7. Those shoes are _____ because they're made from recycled materials and do not harm the ecosystem.
8. _____ gadgets like our new robot vacuum are becoming essential in modern homes.
9. To keep our prices _____, we optimize our manufacturing processes to reduce waste.
10. With its innovative approach, our team develops _____ solutions to old problems, often leading to breakthroughs in the industry.

The **past simple tense** is used to talk about past events, completed actions, and previous states in a professional context. There are two ways to talk about the past.

1. The past of verb to be

	Affirmative	Negative	Questions
I	I was in the office yesterday	I wasn't in the office yesterday	Was I in the office yesterday?
We	We were in the office yesterday	We weren't in the office yesterday	Were we in the office yesterday?
You	You were in the office yesterday	You weren't in the office yesterday	were you in the office yesterday?
They	They were in the office yesterday	They weren't in the office yesterday	Were they in the office yesterday?
He	He was in the office yesterday	He wasn't in the office yesterday	was he in the office yesterday?
She	She was in the office yesterday	She wasn't in the office yesterday	was she in the office yesterday?
It	It was in the office yesterday	It wasn't in the office yesterday	Is it in the office yesterday?

1. Describing a past identity or profession:

- I was a project manager in my previous job.
- She was the CEO of the company but she quit.

2. Talking about a past location:

- We were in the conference room at 9 o'clock yesterday.
- The office was downtown, but the sold the office.

3. Describing past conditions or states:

- The market was not very competitive in 1990.
- Our products were not really good.

2. All other verbs

- Regular verbs add **-ed** to the **base form** to make the past simple.
- **Irregular verbs** change entirely. You should learn them by heart.
- **Regular** and **irregular** verbs change only in the affirmative. Negative and questions use **'did'** + **base verb**
- The past of the verbs (regular or irregular) is the same for all the persons. The only exception is the verb to be (see point 1).

	Affirmative	Negative	Questions
I	I worked on the project I went to New York	I didn't work on the project I didn't go to New York	Did I work on the project? Did I go to New York?
We	We worked on the project We went to New York	We didn't work on the project We didn't go to New York	Did we work on the project? Did we go to New York?
You	You worked on the project You went to New York	You didn't work on the project You didn't go to New York	Did you work on the project? Did you go to New York?
They	They worked on the project They went to New York	They didn't work on the project They didn't go to New York	Did they work on the project? Did they go to New York?
He	He worked on the project He went to New York	He didn't work on the project He didn't go to New York	Did he work on the project? Did he go to New York?
She	She worked on the project She went to New York	She didn't work on the project She didn't go to New York	Did she work on the project? Did she go to New York?
It	It worked on the project It went to New York	It didn't work on the project It didn't go to New York	Did it work on the project? Did it go to New York?

Usage of the PAST SIMPLE in Business English

1. Completed actions or events in the past:

- I **attended** a webinar last evening.
- The CEO **gave** a speech at the annual meeting yesterday

2. A series of completed actions

- I **finished** the report, **sent** it to my boss, and **left** for the day
- I **met** with the client, **discussed** the contract details, and **signed** the agreement.

3. Description of states in the past:

- We **used** to have an office in London, but we **moved** to a bigger space last year

4. Duration: usually with 'for' and 'from...to'

- She **worked** at that company for five years
- We **operated** in the Asian market from 2005 to 2020

1. Complete each sentence using the following verbs in the correct form. The verbs are not in order.

**work | attend | move | use | complete |
meet | expand | sign | operate | develop.**

1. Last year, our team _____ a new marketing strategy.
2. We _____ to a new office building two months ago.
3. She often _____ important clients from overseas.
4. The company _____ into the European market successfully in 2010.
5. Who _____ the contract yesterday?
6. I _____ on the annual report until late last night.
7. Our CEO _____ at the global tech conference last week.
8. Currently, they _____ a more efficient software tool.
9. Do you _____ Microsoft Office for your daily tasks?
10. He _____ in the logistics department in 2015.

2. Fill in the blanks with the correct tense of the verbs in brackets (Simple Present/ Present Continuous/ Simple

John is a project manager at IT Solutions. In his role, he **1.** _____ (*to handle*) various projects. For his regular duties, he **2.** _____ (*to review*) the ongoing progress of all active projects. He always **3.** _____ (*to ensure*) that each team member knows their responsibilities.

Currently, he **4.** _____ (*to work*) on a very important project that **5.** _____ (*to aim*) to improve cybersecurity measures. This project **6.** _____ (*to require*) a lot of attention because it **7.** _____ (*to involve*) several departments.

Last month, he **8.** _____ (*to complete*) a project that **9.** _____ (*to focus*) on software development for automated systems. The results were excellent, and the client **10.** _____ (*to be*) very satisfied with the outcome.

3. Read the following sentences and correct the 3 sentences that have errors.

1. Sam currently handles various projects.
2. He is reviewing the progress of all active projects as a part of his regular duties in his previous job.
3. He is still working on improving cybersecurity measures.
4. The project that is needing attention from several departments is demanding.
5. John completed the automated systems project last month.
6. Every month, our sales team **meet** with clients to discuss their needs



1. Read the following text and then decide if the sentences (1-6) are True or False.

Bakineering – The Art of Baking and Engineering!

Bakineering is a fascinating new trend where the art of baking meets the precision of engineering. This innovative hobby involves creating toy figurines and intricate designs from edible materials. It's not just about making something cute; it's about applying principles of design and structure to create soothing, cheerful baked goods that often turn into the highlight of any gathering.

People inevitably find themselves drawn to bakineering because it blends nostalgia with a touch of modernity. Many enthusiasts purchase vintage baking tools to create their masterpieces, which adds an authentic touch to their creations. As more people become interested in this hobby, bakineering clubs have started to expand in various cities, offering workshops and sessions to share techniques and ideas.

One participant pointed out that the satisfaction from bakineering comes from the challenge of accurately representing objects that are usually not associated with food. When someone manages to perfectly balance the aesthetics and structural integrity, they really hit the nail on the head, making the experience truly rewarding.

True or False:

1. Bakineering combines baking with engineering principles. **True / False**
2. Bakineering creations are typically unattractive and dull. **True / False**
3. The hobby uses both old-fashioned and modern elements. **True / False**
4. Bakineering clubs are decreasing in number. **True / False**
5. The success of bakineering depends on the aesthetic appeal only. **True / False**
6. Participants use vintage tools to enhance their baking experience. **True / False**

2. Fill in the blanks with the correct word from the list provided to complete the sentences related to bakineering.

- **toy figurines**
- **to hang**
- **inevitably**
- **cheerful**
- **cute**
- **soothing**
- **to turn into**
- **to purchase**
- **to point out**
- **vintage**
- **nostalgia**
- **to hit the nail on the head**
- **various**
- **to expand**

1. Many bakineers use _____ techniques to create intricate designs that are both functional and aesthetically pleasing.
2. When you successfully create a structurally sound cake that looks like a castle, you really _____.
3. It is _____ that anyone who starts bakineering will develop a deep appreciation for precision and detail.
4. Bakineering is not just about creating _____ objects; it's about the experience of crafting something unique and personal.
5. Participants often _____ old molds and cookie cutters to bring a sense of _____ to their creations.
6. After the workshop, many enthusiasts feel _____ and inspired by the beautiful and _____ creations they made.
7. To share their passion, seasoned bakineers _____ to offer classes in _____ locations across the city.
8. The little _____ made of marzipan were so _____ that everyone wanted to learn how to make them.
9. The instructor took a moment _____ the importance of a calm and steady hand when decorating delicate pastries.
10. Many people _____ bakineering as a casual hobby, but for some, it quickly _____ a passionate pursuit.

3. Choose the correct word (a-c) to complete each sentence.

1. The _____ look of the baking shop brought back many childhood memories.
a. soothing | b. vintage | c. cheerful
2. To perfect their skills, participants _____ many hours practicing their craft.
a. inevitably | b. hang | c. hit the nail on the head
3. The workshop was designed to be _____, with a focus on enjoyment through baking.
a. to hang | b. soothing | c. innovative
4. She decided to _____ some specialty baking tools from a well-known artisan store.
a. turn into | b. purchase | c. expand
5. Everyone agreed that the _____ colors used in the frosting made the cake look very appealing.
a. to point out | b. cheerful | c. high-tech
6. Those who appreciate _____ items often find great joy in using old-fashioned baking equipment.
a. vintage | b. to expand | c. inevitable
7. The idea to include _____ in the pastry display was a truly _____ approach.
a. to hang, nostalgic | b. to purchase, cute | c. toy figurines, innovative
8. The new bakery in town aims to _____ its brand by offering unique baking classes.
a. expand | b. purchase | c. hang
9. His ability to create perfect pastries every time _____ impresses all the newcomers.
a. to turn into | b. vintage | c. inevitably

1. Read the following text and find phrases in the text that match the descriptions below (1-10).

1. The presenter wants to introduce the topic.
I'm here to talk about ...
2. The presenter wants to start the discussion.

3. The presenter is introducing a new point.

4. The presenter wants to move to a different topic.

5. The presenter is giving the final point in the presentation.

6. The presenter is about summarize the presentation.

7. The presenter wants invite audience interaction.

8. The presenter needs to refer to something mentioned earlier.

9. The presenter wants to introduce the first point.

10. The presenter ends the presentation.

Good morning, everyone. I'm here to talk about our new marketing plan for the next quarter. This plan is crucial for reaching our sales targets and expanding our customer base.

First of all, let's discuss our sales strategy. We need to focus on social media advertising because it's an effective way to connect with our audience. We identified Instagram and Facebook as our primary platforms for this campaign.

Let's start with the budget we have for this project. We have allocated \$10,000 for online ads. This will cover costs for sponsored posts and collaborations with influencers. My next point concerns how we will track the success of our campaign. We will use monthly reports to monitor progress. These reports will look at the number of clicks, likes, and shares to measure customer engagement.

Lastly, let's talk about the timeline. We will start the campaign next month, in January, and review it after three months to see if we are on track. During this time, we will run weekly checks to make sure everything is going smoothly.

So, to sum up, our goal is to reach a larger audience, increase sales by 15%, and strengthen our brand's presence on social media. As I said before, it's crucial to focus on online marketing, as it's the fastest way to grow our business right now.

If you're wondering about the details of each ad, I'll come to that later when we discuss our content plan. That brings me to the end of my talk. We have covered our strategy, budget, tracking methods, and timeline. Are there any questions?

1. _____ our new marketing strategy.
2. _____, let's discuss our objectives.
3. _____ the current market trends.
4. My next point _____ the latest sales data.
5. _____, I want to talk about our future plans.
6. As I _____, our main goal this year is to increase market share.
7. I'll _____ in the presentation.
8. So, _____, our focus this year is on increasing market share and improving customer engagement.
9. That _____ to the end of my talk today.
10. _____ any questions?

Phrases to Include:

1. I'm here to talk about ...
2. First of all, ...
3. My next point concerns ...
4. Lastly, ...
5. Are there any questions?

Example:

"I'm here to talk about our new office rules. First of all, let's discuss the working hours. My next point concerns the use of meeting rooms. Lastly, we need to go over the lunch break policy. Are there any questions?"

[illegible]



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Business Pre-Intermediate

Unit 3: Products & Services

Homework – Answer Key

Exercise 1

- a) The company uses old technology to create its products. False. The company uses new technology to make its products.
- b) The products are made with high-quality materials. True.
- c) The company's products are helpful and stylish. True.
- d) The products are very expensive, so not everyone can afford them. False. The company offers good value and fair prices so that everyone can afford them.
- e) The company creates the same designs as other companies. False. The company works hard to create original and unique designs.
- f) The company only sells smart home gadgets. False. The company offers smart home gadgets and personal care items.

Exercise 2

- a. **Original:** Not the same as anything or anyone else; first of its kind.
- b. **High-quality:** Very good; well-made and of superior standard.
- c. **Unique:** The only one of its type; unusual and special.
- d. **Popular:** Many people like it; widely admired or accepted.
- e. **Helpful:** Willing to help, or useful, especially in a practical way.
- f. **Good value:** Worth the money; a good deal in terms of price and quality.
- g. **New:** Not old; recently developed or introduced.

Exercise 3

- 1. b. unique
- 2. b. high-quality
- 3. a. new
- 4. c. good value
- 5. b. helpful
- 6. a. popular
- 7. d. original
- 8. a. new
- 9. b. good value
- 10. b. original

Exercise 4

- 1. False - The selfieccino is a new and original concept.
- 2. True - Customers can have their selfies printed on the foam of the cappuccino.
- 3. False - The text states it uses high-quality coffee and milk.
- 4. True - It is helpful as a special gift.
- 5. False - The text says it is popular.
- 6. True - The selfieccino is described as new and original.
- 7. False - It is considered good value for the money.
- 8. False - It is unique and not like typical coffee drinks.
- 9. True - It is appreciated for its uniqueness.
- 10. False - It is becoming popular in cafes around the world.

Exercise 1

1. developed
2. moved
3. meets
4. expanded
5. signed
6. worked
7. attended
8. are developing
9. use
10. worked

Exercise 2

- | | |
|---------------|--------------|
| 1. handles | 6. requires |
| 2. reviews | 7. involves |
| 3. ensures | 8. completed |
| 4. is working | 9. focused |
| 5. aims | 10. was |

Exercise 3

1. Correct
2. Incorrect (this, this was a past routine, a previous job. 'he reviewed')
3. Correct
4. Incorrect (is needing is not possible – correct: needs)
5. Correct
6. Incorrect (the team = 'it', therefore 'it meets').

Exercise 1

1. **True**
2. **False** - The text describes bakineering as creating "*soothing, cheerful baked goods*" and mentions that these often "*turn into the highlight of any gathering.*" This indicates that bakineering creations are attractive and interesting.
3. **True**
4. **False** - The text states that "*bakineering clubs have started to expand in various cities,*" which means the number of clubs is increasing, not decreasing.
5. **False** - The text mentions that success comes from balancing "*aesthetics and structural integrity,*" showing that both visual appeal and engineering principles are important.
6. **True**

Exercise 2

- | | |
|-----------------------------|------------------------|
| 1. various | 6. soothed, cheerful |
| 2. hit the nail on the head | 7. expand, various |
| 3. inevitable | 8. toy figurines, cute |
| 4. cute | 9. to point out |
| 5. purchase, nostalgia | 10. start, turns into |

Exercise 3

1. b. vintage
2. a. inevitably
3. b. soothing
4. b. purchase
5. b. cheerful
6. a. vintage
7. c. toy figurines, innovative
8. a. expand
9. c. inevitably

Exercise 1

1. I'm here to talk about ...
2. First of all, ...
3. My next point concerns ...
4. I'll come to that later
5. Lastly, ...
6. So, to sum up ...
7. Are there any questions?
8. As I said before, ...
9. Let's start with ...
10. That brings me to the end of my talk.

Exercise 2

1. I'm here to talk about
2. First of all,
3. Let's start with
4. concerns
5. Lastly,
6. said before,
7. come to that later
8. to sum up
9. brings me
10. Are there