

mYngle

Business Pre-Intermediate

Homework - Unit 9: Selling



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1. Complete the sentences with the correct phrase from the list.

**increase awareness/ reach a target audience/
promote your latest range/
offer discounts/ boost sales/ word of mouth
/ conduct an advertising campaign**

1. The company decided _____ for their new product line by creating social media posts.
2. Giving away free samples can help _____ and get more people to know about your products.
3. Many small businesses rely on _____, where customers share their experiences with others.
4. A successful way _____ is by lowering prices during special sales events.
5. You can _____ by using targeted ads to make sure the right customers see your products.
6. The company plans _____ to increase their customer base and grow their brand.
7. If you _____, you will attract customers who want to save money and encourage them to buy more.

2. Choose the correct answer to complete each sentence.

1. The company plans _____ to increase brand awareness.
 - ☐ a. to boost sales
 - ☐ b. to conduct an advertising campaign
 - ☐ c. to offer discounts
2. One of the best ways to _____ is by using social media ads.
 - ☐ a. reach a target audience
 - ☐ b. get free publicity
 - ☐ c. promote your latest range
3. The business hopes that _____ will encourage more people to visit their store.
 - ☐ a. conducting an advertising campaign
 - ☐ b. word of mouth
 - ☐ c. offering discounts
4. The company plans to use a new campaign _____ during the holiday season.
 - ☐ a. to promote their latest range
 - ☐ b. to get free publicity
 - ☐ c. to increase awareness
5. _____ is one of the most effective ways to get people to talk about your business.
 - ☐ a. conducting an advertising campaign
 - ☐ b. offering discounts
 - ☐ c. word of mouth
6. The goal of the campaign was _____ about the new service.
 - ☐ a. to boost sales
 - ☐ b. to increase awareness
 - ☐ c. to promote the latest range
7. By offering a special promotion, the company wanted _____ and increase customer loyalty.
 - ☐ a. to get free publicity
 - ☐ b. to boost sales
 - ☐ c. to reach their target audience

3. Read each mini-scenario and choose the best phrase from the box to complete the sentences. Each phrase will be used once.

Phrases:

- increase awareness
- promote their latest range
- offer discounts
- conduct an advertising campaign
- word of mouth
- boost sales
- reach a target audience

Scenarios:

1. **The New Product Launch:** The marketing team decided to _____ by using a social media strategy that targets young professionals.
2. **The Summer Sale:** The store wanted to _____, so they decided to lower prices on select items during the summer season.
3. **Social Media Marketing:** The company used influencers to _____ and introduce new products to potential customers.
4. **Customer Feedback:** The business relied on _____ to spread the word about their excellent customer service, hoping to attract more clients.
5. **Holiday Season Strategy:** To attract more buyers during the holiday season, the company planned to _____ on various products.
6. **Building Brand Recognition:** In order to _____ of their new eco-friendly packaging, they put up posters in local shops and advertised online.
7. **Launching a New Campaign:** The business needed to _____ to let people know about their new home appliances.

1. Match each of the definitions (1-15) with the correct marketing term (a-c).

1. Information collected about customers to better understand their habits.
a. Market research | b. Market segment | c. Market share
2. A specific group of customers that a company aims to sell its products to.
a. Market research | b. Market segment | c. Market share
3. The percentage of a market that a company controls through its sales.
a. Market research | b. Market segment | c. Market share
4. The total selection of products that a company sells.
a. Product launch | b. Product lifecycle | c. Product range
5. The introduction of a new product to the market.
a. Product launch | b. Product lifecycle | c. Product range
6. The different stages a product goes through from its launch to its decline.
a. Product launch | b. Product lifecycle | c. Product range
7. The estimated number of sales a company expects to make in the future.
a. Sales forecast | b. Sales figures | c. Sales target
8. Data that shows how many products have been sold in a certain period.
a. Sales forecast | b. Sales figures | c. Sales target
9. A goal or number of sales a company aims to reach.
a. Sales forecast | b. Sales figures | c. Sales target
10. A collection of actions or activities aimed at promoting a product or service.
a. Advertising campaign | b. Advertising budget | c. Advertising agency
11. A company that specializes in creating advertisements for other companies.
a. Advertising campaign | b. Advertising budget | c. Advertising agency
12. The amount of money a company plans to spend on advertising.
a. Advertising campaign | b. Advertising budget | c. Advertising agency
13. Items that people buy for personal use, such as food or clothing.
a. Consumer behavior | b. Consumer profile | c. Consumer goods
14. A description of a typical customer, including age, gender, and interests.
a. Consumer behavior | b. Consumer profile | c. Consumer goods
15. The total amount of products or services sold by a company compared to competitors.
a. Consumer behavior | b. Consumer profile | c. Consumer goods

2. Read the text and choose the best option for (1-14).

Before launching a new product, it is important for companies to do careful **1. market** (research | segment | share) to learn about the needs and likes of their customers. After they know who their customers are, they can focus on a specific **2. market** (research | segment | share) that is a good match for their product.

A good **3. product** (launch | lifecycle | range) needs careful planning, with a clear plan and the right ways to sell it. To make sure people like the product, companies look at **4. consumer** (behavior | profile | goods) to see how they react to similar products. Understanding the **5. consumer** (behavior | profile | goods) helps businesses make better marketing plans.

When the product is on the market, companies monitor the **6. sales** (forecast | figures | target) to see how well it is selling compared to other products. A company's **7. market** (research | segment | share) can grow if they get more customers. Watching the **8. sales** (forecast | figures | target) is important because it shows if they are reaching their **9. sales** (forecast | figures | target).

To sell more products, many companies work with an **10. advertising** (campaign | budget | agency) to make a strong **11. advertising** (campaign | budget | agency). The money for this campaign is called the **12. advertising** (campaign | budget | agency). In the end, the company wants to increase interest in their whole **13. product** (launch | lifecycle | range) and make the **14. product** (launch | lifecycle | range) last longer.

3. Use the correct word from the list to complete the sentences.

to realize / scary / a couple of minutes / triple dipped chicken / weird / greasy food / to scroll / to resist / to lie / subconsciously

1. I tried _____ eating another slice of pizza, but it was too delicious.
2. The horror movie was so _____ that I had to close my eyes during some parts.
3. John waited for _____ before the pizza arrived.
4. That _____ tasted delicious, but it had a lot of oil.
5. I always feel hungry when I see pictures of _____ on social media.
6. Emma couldn't stop _____ through her phone while waiting for the bus.
7. It was _____ that he left the party without saying goodbye to anyone.
8. When I asked him about it, he didn't want _____ and told me the truth.
9. I _____ that I had forgotten my keys only after leaving the house.
10. Sometimes, we _____ make decisions without thinking about them.



In this unit, you have studied the following MODAL VERBS. Here is a short grammar summary.

1. Have to

- **Use:** To talk about something that is necessary or required.
- **Example:** *I have to finish this report by tomorrow.*
- **Explanation:** This means it's necessary to finish the report.

2. Don't have to

- **Use:** To say that something is **not necessary** (but you can still do it if you want).
- **Example:** *You don't have to bring your lunch. We have food here.*
- **Explanation:** This means it's not necessary to bring lunch, but you can if you want.

3. Need to

- **Use:** To express something that is important.
- **Example:** *I need to call the client today.*
- **Explanation:** This means it's important to call the client.

4. Don't need to

- **Use:** To talk about something that is **not necessary**.
- **Example:** *You don't need to attend the meeting.*
- **Explanation:** This means it's not important or required to attend the meeting.

5. Can

- **Use:** To talk about **ability** or **permission**.
- **Example 1 (ability):** *I can speak English.*
- **Example 2 (permission):** *You can leave early today.*
- **Explanation:** In the first example, it means you have the ability to speak English. In the second, it means you have permission to leave early.

6. Can't

- **Use:** To talk about something that is **not allowed** or **impossible**.
- **Example 1 (not allowed):** *You can't park here.*
- **Example 2 (impossible):** *I can't lift this heavy box.*
- **Explanation:** In the first example, it means parking is not allowed. In the second, it means it's not possible to lift the box.

1. Complete the sentences with the correct form of the modal verbs.

have to / don't have to / need to / don't need to / can / can't

1. I _____ finish my report tonight because it's due tomorrow.
2. You _____ pay for the coffee. It's free today!
3. He _____ speak three languages very well.
4. We _____ bring our passports for the trip.
5. She _____ go to the meeting if she doesn't want to.
6. You _____ park your car here. It's not allowed.
7. I _____ call my friend. It's important.
8. They _____ leave early. The event is over.
9. You _____ come to work tomorrow. It's a public holiday!
10. I _____ swim, but I'm learning how.

2. Choose the correct modal verb to complete each sentence.

1. You _____ wear a uniform at this job. It's required.
 - ☐ a. have to
 - ☐ b. can
 - ☐ c. don't have to
2. You _____ eat outside today. The weather is great!
 - ☐ a. can't
 - ☐ b. can
 - ☐ c. have to
3. They _____ bring their own food to the picnic. There will be enough for everyone.
 - ☐ a. have to
 - ☐ b. don't need to
 - ☐ c. need to
4. We _____ leave now because the meeting starts in 10 minutes.
 - ☐ a. can
 - ☐ b. don't need to
 - ☐ c. have to
5. I _____ go to bed early tonight because I have an important meeting tomorrow.
 - ☐ a. don't have to
 - ☐ b. need to
 - ☐ c. can
6. She _____ drive because she's only 14 years old.
 - ☐ a. can't
 - ☐ b. don't need to
 - ☐ c. can
7. You _____ bring any drinks. Everything is provided at the party.
 - ☐ a. have to
 - ☐ b. don't have to
 - ☐ c. need to
8. You _____ be quiet in the library. People are studying.
 - ☐ a. can
 - ☐ b. have to
 - ☐ c. don't have to
9. I _____ go to the gym today because I went yesterday.
 - ☐ a. don't need to
 - ☐ b. need to
 - ☐ c. can
10. She _____ finish her report by the end of the day. It's urgent!
 - ☐ a. can
 - ☐ b. have to
 - ☐ c. can't

3. Rewrite each sentence (1-10) using a modal verb that describes the same meaning than the original sentence.

1. **Original:** It's not necessary to bring food to the meeting.
Rewrite: You _____ bring food to the meeting.
2. **Original:** It's very important to call the client today.
Rewrite: You _____ call the client today.
3. **Original:** It's possible to use the office printer for personal documents.
Rewrite: You _____ use the office printer for personal documents.
4. **Original:** It's not allowed to park here.
Rewrite: You _____ park here.
5. **Original:** It's necessary to finish this project before Friday.
Rewrite: You _____ finish this project before Friday.
6. **Original:** It's not important to attend the meeting.
Rewrite: You _____ attend the meeting.
7. **Original:** It's important to submit the report on time.
Rewrite: You _____ submit the report on time.
8. **Original:** It's not allowed to smoke inside the building.
Rewrite: You _____ smoke inside the building.
9. **Original:** It's possible to leave early if you finish your work.
Rewrite: You _____ leave early if you finish your work.
10. **Original:** It's not necessary to pay for delivery.
Rewrite: You _____ pay for delivery.

1. Complete the sentences with the correct expression from the list.

Excuse me, may I add something? / Can I just say something here? / Sorry to interrupt, but... / If I could just jump in for a moment... / Just a moment, / I'm not finished yet. / Please let me finish

- 1. _____ the data you mentioned is incorrect.
- 2. _____ we still need to review the last report before making a decision.
- 3. _____ there's an important detail we should discuss.
- 4. _____ I wanted to share an idea about the project.
- 5. _____ I haven't finished explaining my idea yet.
- 6. _____ before you continue. There's something I'd like to clarify.

2. Match Part A with Part B to complete the sentences.

Part A:	Part B:
1. Can I just finish...	a. not finished yet.
2. If I could just jump in...	b. something here about the meeting?
3. Please let me...	c. making my point about the budget.
4. May I say...	d. I have an important point to add.
5. Just a moment, I'm...	e. there's a mistake in the numbers.
6. Sorry to interrupt, but...	f. my point before we move on?
7. Can I just say...	g. explaining the plan before we continue.
8. I'd like to finish...	h. before you continue?

3. Complete the dialogue using the expressions for interrupting and avoiding interruption. Choose the correct phrase from the list below.

Sorry to interrupt, but... / Can I just finish what I was saying? /
Excuse me, may I add something? / / If I could just jump in for a moment

Mark: I believe that if we invest in new equipment, we can improve our production process.

Lucy: 1. _____, we should first check if we have enough budget for this investment.

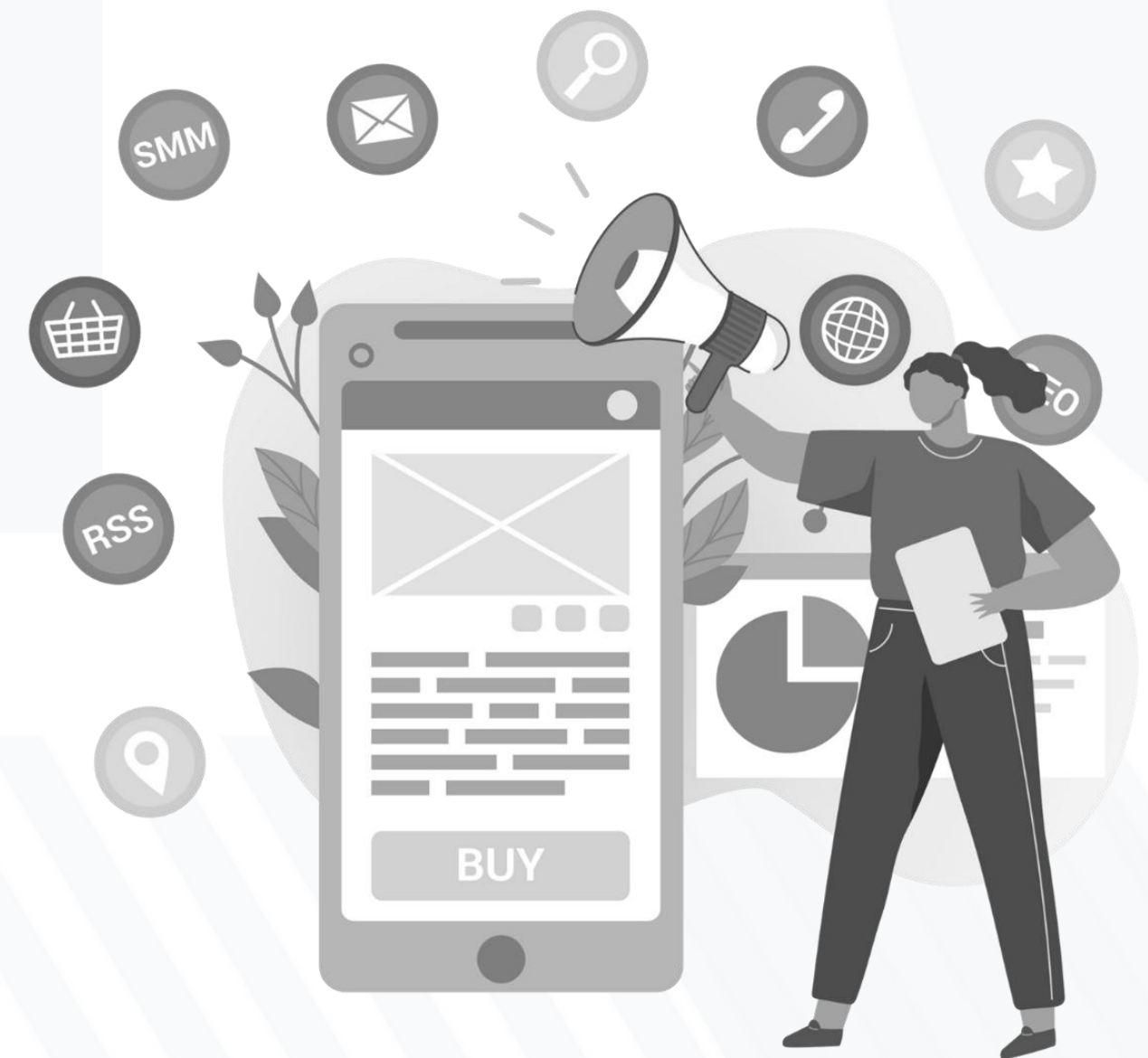
Mark: 2. _____. I haven't finished explaining my idea yet.

Lucy: I'm sorry.

Mark: I think we can save costs in the long term if we increase efficiency.

Lucy: 3. _____, how long will it take to see these cost savings?

Mark: 4. _____, we need to look at the initial costs before making a final decision.



1. Put the expressions in the correct table.

- a. Can we sum up what we’ve agreed?
- b. Sorry, I didn’t catch that.
- c. Could you be more specific?
- d. I think we've covered this point.
- e. We're here today to talk about...
- f. What was the last number?
- g. We're getting off the subject.
- h. Can we move on to the next point?
- i. Sorry, I’m not with you.
- j. We need to discuss...
- k. Can we come back to that later?
- l. I think that's everything.

Introducing the subject	
Keeping to the right subject	
Changing the subject	
Saying you didn’t hear	
Saying you didn’t understand	
Concluding and summarizing	

2. Complete the dialogue using the correct expressions from the list below. Use each phrase only once.

We're here today to talk about / We're getting off the subject/ I think we've covered this point/ Sorry, I didn't catch that / Could you be more specific/ I think that's everything

Manager: 1. _____ the new product launch next month. So, the marketing budget will be divided...

Emma: 2. _____ how the marketing budget will be divided?

David: Sure, we have \$10,000 for online ads, but 3. _____, we also have another \$5,000 for traditional media.

Emma: 4. _____. Can you repeat the amount for traditional media?

David: \$5,000 for traditional media.

Manager: 5. _____. Can we move on to the next item on the agenda?

Emma: Sure. 6. _____ for today's meeting. Let's sum up what we've agreed before we finish.

3. Choose the most suitable phrase (a-c) to complete each sentence from the options

1. **Manager:** _____ our sales strategy for next quarter.

- ☐ a. Can we come back to that later?
- ☐ b. We're here today to talk about...
- ☐ c. Could you be more specific?

2. **Emma:** I'm sorry, _____. Could you explain that again?

- ☐ a. I think we've covered this point.
- ☐ b. Can we sum up what we've agreed?
- ☐ c. I'm not with you.

3. **David:** _____ this point. Shall we move on to the next one?

- ☐ a. I think we've covered
- ☐ b. Sorry, I didn't catch that
- ☐ c. What was the last number?

4. **Manager:** We're running out of time. _____?

- ☐ a. I think that's everything
- ☐ b. Can we sum up what we've agreed?
- ☐ c. Can we come back to that later?

5. **Emma:** I know you have a question, but _____.

- ☐ a. I think that's everything
- ☐ b. I think we've covered this point
- ☐ c. Just a moment, I'm not finished yet

6. **David:** _____ the amount we need to spend on marketing?

- ☐ a. Could you be more specific about
- ☐ b. We're getting off the subject
- ☐ c. Can we move on to the next point?

7. **Manager:** _____ the last number mentioned in the report?

- ☐ a. What was
- ☐ b. We're getting off the subject
- ☐ c. Sorry, I didn't catch that

8. **Emma:** We're losing focus. _____ and discuss it later.

- ☐ a. Can we come back to that later?
- ☐ b. I think that's everything
- ☐ c. Could you be more specific?



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Business Pre-Intermediate

Unit 9: Selling

Homework – Answer Key

Exercise 1

- | | |
|------------------------------|------------------------------------|
| 1. promote your latest range | 5. reach a target audience |
| 2. increase awareness | 6. conduct an advertising campaign |
| 3. word of mouth | 7. offer discounts |
| 4. boost sales | |

Exercise 2

1-b 2-a 3-b 4-a 5-c 6-b 7-b

Exercise 3

1. **Reach a target audience** because the company is focusing on young professionals through social media, indicating they want to connect with a specific group.
2. **Boost sales** because the goal of lowering prices (offering discounts) is to increase the number of products sold.
3. **Promote their latest range** because the company is using influencers to advertise or showcase their new products to customers.
4. **Word of mouth** because the company depends on customers sharing their positive experiences with others, which can help attract new clients.
5. **Offer discounts** because it refers to lowering prices to attract more buyers, a common strategy used during special shopping periods.
6. **Increase awareness** because the goal is to make more people know about their new packaging through advertising efforts.
7. **Conduct an advertising campaign** because it describes the organized effort to promote the new home appliances, typically involving various forms of advertising.

Exercise 1

- | | | |
|-----------------------|-----------------------------|---------------------------|
| 1. a. Market research | 6. b. Product lifecycle | 11. c. Advertising agency |
| 2. b. Market segment | 7. a. Sales forecast | 12. b. Advertising budget |
| 3. c. Market share | 8. b. Sales figures | 13. c. Consumer goods |
| 4. c. Product range | 9. c. Sales target | 14. b. Consumer profile |
| 5. a. Product launch | 10. a. Advertising campaign | 15. a. Consumer behavior |

Exercise 2

1. market research
2. market segment
3. product launch
4. consumer behavior
5. consumer profile
6. sales figures
7. market share
8. sales forecast
9. sales target
10. advertising agency
11. advertising campaign
12. advertising budget
13. product range
14. product lifecycle

Exercise 3

1. to resist
2. scary
3. a couple of minutes
4. triple dipped chicken
5. greasy food
6. scrolling
7. weird
8. to lie
9. realized
10. subconsciously

Exercise 1

1. have to
2. don't have to
3. can
4. need to
5. don't have to
6. can't
7. need to
8. can
9. don't have to
10. can't

Exercise 2

1. A. have to
2. B. can
3. B. don't need to
4. C. have to
5. B. need to
6. A. can't
7. B. don't have to
8. B. have to
9. A. don't need to
10. B. have to

Exercise 3

1. You **don't have to** bring food to the meeting.
2. You **need to** call the client today.
3. You **can** use the office printer for personal documents.
4. You **can't** park here.
5. You **have to** finish this project before Friday.
6. You **don't have to** attend the meeting.
7. You **need to** submit the report on time.
8. You **can't** smoke inside the building.
9. You **can** leave early if you finish your work.
10. You **don't have to** pay for delivery.

Exercise 1

1. ***Sorry to interrupt, but...*** the data you mentioned is incorrect.

Explanation: This expression is used when you need to interject politely, especially to correct someone. The phrase "Sorry to interrupt, but..." fits because it indicates the speaker is about to point out an error.

2. ***Just a moment,*** we still need to review the last report before making a decision.

Explanation: "Just a moment" is appropriate here because it is used to pause or stop the conversation momentarily to add an important point.

3. ***If I could just jump in for a moment...*** there's an important detail we should discuss.

Explanation: This expression is used when someone wants to insert themselves into an ongoing conversation to bring up an important point. It fits here as the speaker is emphasizing the importance of the detail.

4. ***Excuse me, may I add something?*** I wanted to share an idea about the project.

Explanation: This phrase is used when asking politely to contribute to the conversation. It aligns perfectly with the context of wanting to share an idea.

5. ***I'm not finished yet.*** I haven't finished explaining my idea yet.

Explanation: "I'm not finished yet" is used to indicate that the speaker needs more time to explain their thoughts. The sentence already hints at the speaker's need to continue explaining.

6. ***Please let me finish*** before you continue. There's something I'd like to clarify.

Explanation: "Please let me finish" is a polite way to ask for more time to complete a statement. The context here suggests that the speaker needs to finish their clarification before the conversation continues.

Exercise 2

1. **Can I just finish... my point before we move on?**
 - *Correct match: 1 – f*
 - This is a polite way to request to complete a thought before the discussion changes topic.
2. **If I could just jump in... I have an important point to add.**
 - *Correct match: 2 – d*
 - This phrase is typically used when someone wants to contribute something urgent to the conversation.
3. **Please let me... explain the plan before we continue.**
 - *Correct match: 3 – g*
 - A request to complete an explanation before moving on.
4. **May I say... something here about the meeting?**
 - *Correct match: 4 – b*
 - A formal way of requesting to interject a comment related to the meeting.
5. **Just a moment, I'm... not finished yet.**
 - *Correct match: 5 – a*
 - Indicates a need for more time to complete a statement.
6. **Sorry to interrupt, but... there's a mistake in the numbers.**
 - *Correct match: 6 – e*
 - A polite way to interject when pointing out an error.
7. **Can I just say... before you continue?**
 - *Correct match: 7 – h*
 - This is often used when trying to add a quick point before someone proceeds.
8. **I'd like to finish... making my point about the budget.**
 - *Correct match: 8 – c*
 - Expresses a need to complete a specific thought on a topic before moving on.

Exercise 3

1. Excuse me, may I add something?
2. Can I just finish what I was saying?
3. If I could just jump in for a moment
4. Sorry to interrupt, but,

Exercise 1

Introducing the subject	e. We're here today to talk about ... j. We need to discuss ...
Keeping to the right subject	g. We're getting off the subject. k. Can we come back to that later?
Changing the subject	d. I think we've covered (this point). h. Can we move on to (the next point)?
Saying you didn't hear	b. Sorry, I didn't catch that. f. What was (that/the last number)?
Saying you didn't understand	i. Sorry, I'm not with you. c. Could you be more specific?
Concluding and summarizing	l. I think that's everything. a. Can we sum up what we've agreed?

Exercise 2

1. We're here today to talk about
 2. Could you be more specific?
 3. We're getting off the subject
 4. Sorry, I didn't catch that.
 5. I think we've covered this point.
 6. I think that's everything

Exercise 3

1. b. We're here today to talk about...
 2. c. I'm not with you.
 3. a. I think we've covered
 4. b. Can we sum up what we've agreed?
 5. c. Just a moment, I'm not finished yet
 6. a. Could you be more specific about
 7. a. What was
 8. a. Can we come back to that later?