

mYngle

Business Upper Intermediate

Homework - Unit 4: New ideas



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1. Complete the phrasal verbs with the correct prepositions.

- up
- forward
- round
- down
- with
- about
- off
- out
- up

1. avoid (a problem) - **get** _____
2. cause (something to happen) - **bring** _____
3. create (an idea, a solution to a problem) - **come up** _____
4. develop (a plan, a project) - **take** _____
5. have a good result - **pay** _____
6. perform (an activity, research) - **carry** _____
7. reduce (costs) - **bring** _____
8. respond to (a challenge) - **take** _____
9. start (a business, a project) - **set** _____

2. Based on the passage below, which statements are true (T) / false (F). Correct the (F) ones.

Artificial Intelligence (AI) is reshaping the tech industry. This innovation was brought about by the desire to make technology more efficient and accessible. A handful of tech companies have come up with new AI technologies that significantly reduce the time spent on data processing. These companies set up dedicated teams to carry out in-depth research and development activities to further develop these technologies.

However, getting round regulatory hurdles was a significant challenge for these companies, particularly in regions with strict data privacy laws. Despite these challenges, the investment in AI innovation has started to pay off, with numerous businesses and individuals taking up AI technology in their daily operations. AI has helped bring down costs in various industries by automating processes, and its potential for future innovations seems limitless

Statements:

1. The development of AI was brought about by the need for efficiency and accessibility in technology.
2. Companies managed to get round regulatory challenges with ease when developing AI technologies.
3. Tech companies have come up with AI technologies to increase data processing time.
4. Specific teams were set up to take forward the development of AI technologies.
5. The investment in AI technologies didn't pay off.
6. Companies carry out in-depth research to further develop AI technologies.
7. AI technology has helped bring down costs in different industries.
8. People have been slow to take up AI technology in their daily operations.
9. Tech companies have yet to set up teams dedicated to AI development.

1. Which of these is not primarily associated with the concept of:

1. Disruptive technology

- A. Ground-breaking invention
- B. Old-fashioned method
- C. Revolutionary solution

2. Technological breakthrough

- A. Major advancement
- B. Breakneck speed
- C. Cutting-edge discovery

3. Key feature

- A. Central aspect
- B. Innovative approach
- C. Primary characteristic

4. Potential benefit

- A. Anticipated advantage
- B. Probable reward
- C. Major feature

5. Cutting-edge technology

- A. State-of-the-art system
- B. Next-gen device
- C. Disruptive behavior

6. Innovative approach

- A. New methodology
- B. Old-fashioned method
- C. Creative solution

7. Major feature

- A. Key attribute
- B. Potential benefit
- C. Significant characteristic

8. Revolutionary idea

- A. Disruptive concept
- B. Ground-breaking thought
- C. Established principle

2. Fill in the gaps with the Key words from exercise 1.

Navigating Innovation in Modern Business

In an era defined by constant evolution and change, any company aiming for sustained success must stay abreast with the latest (1) _____. This demands not just an understanding of current trends, but also the ability to forecast where the industry might head next.

Recognizing the (2) _____ of a product or service is an essential part of this process. This characteristic, which sets the offering apart from its competitors, often becomes a unique selling proposition. Identifying this (3) _____, however, requires insightful market research and a deep understanding of customer needs.

Simultaneously, an (4) _____ to solving business problems can lead to unexpected opportunities. These novel methods can often reveal the (5) _____ of unconventional strategies that may have been overlooked using traditional approaches.

In today's highly competitive environment, a (6) _____ can catapult a company to industry leadership almost overnight. Firms must be ready to capitalize on these moments, as they have the potential to redefine market norms. However, even within established markets, a single (7) _____ can disrupt the status quo and create a whole new landscape for competition. These paradigm shifts can be game-changers, driving firms to either adapt or risk falling behind.

Lastly, every (8) _____ within a product can contribute significantly to its market appeal and can influence consumer purchasing decisions.

1. The following expressions represent different parts in a presentation. Select the correct title for each.

Explaining the benefits

Introducing an idea, product, or service

Inviting questions

Checking and moving on

Summarizing your talk

Introducing a talk

(1) _____

- I plan to say a few words about ...
- The subject of my talk is ...
- What I'd like to do in this presentation is ...
- I've divided my talk / presentation into (three) parts.
- First, I'll give you a brief overview of ... / To start off,
- Then I'll talk about ...
- After that I'd like to show you ...
- Finally ...
- By the end of this presentation ...

(4) _____

- Does that sound OK?
- OK, let's look at what (XR) has to offer.
- Now I'd like to move on to ...
- Perhaps I should expand on that ...

(2) _____

- Let's start with my first point.
- Basically, (XR) is ...
- It is already being used in ...
- I'll be saying more about this in (a few minutes).
- To give you an example of what I mean ...

(5) _____

- If you have any questions you'd like to ask, I'll be happy to answer them at the end of the talk.
- After my talk there'll be time for a discussion and any questions.
- If there's anything you're not clear about, go ahead and ask any questions you want.
- If you have any questions, please don't hesitate to interrupt me.

(3) _____

- There are several main benefits of using (XR).
- The biggest potential benefit of (XR) is ...
- There's an important point to be made ...
- The other important advantage of (XR) is ...
- And here is another great thing about (XR) ...

(6) _____

- That brings me to the end of my talk / presentation.
- Let's just recap ...
- As we've seen today ...
- So, to sum up ...

2. Which of the following phrases are (F) formal, (I) informal, (N) neutral?

Note: formal, informal, and neutral categorizations can sometimes be context-dependent

Introducing a talk

1. I plan to say a few words about ... (_)
2. The subject of my talk is ... (_)
3. What I'd like to do in this presentation is ... (_)
4. I've divided my talk / presentation into (three) parts (_)
5. First, I'll give you a brief overview of ... / To start off... (_)
6. Then I'll talk about ... (_)
7. After that I'd like to show you ... (_)
8. Finally ... (_)
9. By the end of this presentation ... (_)

Introducing an idea, product, or service

1. Let's start with my first point. (_)
2. Basically, (XR) is ... (_)
3. It is already being used in ... (_)
4. I'll be saying more about this in (a few minutes). (_)
5. To give you an example of what I mean ... (_)

Checking and moving on

1. Does that sound OK? (_)
2. OK, let's look at what (XR) has to offer. (_)
3. Now I'd like to move on to ... (_)
4. Perhaps I should expand on that ... (_)

Inviting questions

1. If you have any questions you'd like to ask, I'll be happy to answer them at the end of the talk. (_)
2. After my talk there'll be time for a discussion and any questions. (_)
3. If there's anything you're not clear about, go ahead and ask any questions you want. (_)
4. If you have any questions, please don't hesitate to interrupt me. (_)

Explaining the benefits

1. There are several main benefits of using (XR). (_)
2. The biggest potential benefit of (XR) is ... (_)
3. There's an important point to be made ... (_)
4. The other important advantage of (XR) is ... (_)
5. And here is another great thing about (XR) ... (_)

Summarizing your talk

1. That brings me to the end of my talk / presentation. (_)
2. Let's just recap ... (_)
3. As we've seen today ... (_)
4. So, to sum up ... (_)

3. Put the following paragraphs of speech presentation in order.

A

The final part of my presentation will deal with the potential impact of this AI on the industry. We believe that this product will significantly redefine the standards of technological innovation and mark a significant step forward for our company in leading the AI revolution.

B

Moving on to the unique features, the biggest potential benefit of this AI is its ability to automate complex tasks, thereby freeing up human resources for more strategic roles. There's an important point to be made here: our AI is not intended to replace human workers but rather to supplement and enhance their capabilities.

C

What I'd like to do in this presentation is share some details about our upcoming artificial intelligence product, set to be launched in 2024. I've divided my talk into three main parts. First, we'll examine the general overview of the product, then we'll delve into its unique features, and finally, we'll discuss its potential impacts on the industry.

D

That brings me to the end of my presentation. We eagerly look forward to the official launch of our AI in 2024, and we believe it will set a new benchmark in the industry. If you have any questions about the presentation or about the AI, please don't hesitate to ask. Thank you for your attention.

E

Perhaps I should expand on that. Our AI is designed with a user-friendly interface that makes it accessible to even non-technical personnel. This ensures that anyone in the company can interact with the AI and leverage its capabilities, without needing a background in computer science or programming.

F

Let's start with my first point, which is the general overview of the product. This AI is a result of years of research and development, and it represents a monumental leap in technology. To give you an example of what I mean, consider its machine learning capabilities, which allow it to learn and adapt to its environment in real-time.

Introducing a talk

- *Good morning / afternoon*
- *I plan to say a few words about ...*
- *I'm going to talk about ...*
- *The subject of my talk is ...*
- *What I'd like to do in this presentation is ...*
- *I've divided my talk / presentation into (three) parts.*
- *First, I'll give you a brief overview of ... / To start off,*
- *Then I'll talk about ...*
- *After that I'd like to show you ...*
- *Finally ...*
- *By the end of this presentation ...*

Introducing an idea, product or service

- *Let's start with my first point.*
- *Basically, (XR) is ...*
- *It is already being used in ...*
- *I'll be saying more about this in ...*
- *To give you an example of what I mean ...*

Summarizing your talk

- *That brings me to the end of my talk / presentation*
- *Let's just recap ...*
- *As we've seen today ...*
- *So, to sum up ...*

Explaining the benefits

- *There are several main benefits of using (XR).*
- *The biggest potential benefit of (XR) is ...*
- *This means that ...*
- *There's an important point to be made ...*
- *The other important advantage of (XR) is ...*
- *And here is another great thing about (XR) ...*
- *Let me just add that ...*

Checking and moving on

- *Does that sound OK?*
- *OK, let's look at what (XR) has to offer.*
- *Now I'd like to move on to ...*
- *Perhaps I should expand on that ...*
- *To digress for a moment, ...*

Inviting questions

- *If you have any questions you'd like to ask, I'll be happy to answer them at the end of the talk.*
- *After my talk there'll be time for a discussion and any questions.*
- *If there's anything you're not clear about, go ahead and ask any questions you want.*
- *If you have any questions, please don't hesitate to interrupt me.*

Use *can* or *(be) able to* to talk about ability. *Can* has only two forms: *can* (present) and *could* (past). Use *be able to* when an infinitive is needed.

Present simple

1. Use *can* to talk about general or present ability, I **can** speak Spanish, but I **can't** speak Italian.
*Could you speak louder - I **can't** hear you.*
2. *Is / are able to* is possible instead of *can* but *can* is more common.
Are you able to hear me better now?

Past ability

1. Use *could* to talk about general ability in the past and with verbs of perception (*feel, see, hear, etc.*).
*Linda **could** speak four languages when she was eight.*
*I **could** see that my sister was upset.*
2. For a single specific action in the past (as opposed to general ability), to mean 'tried and succeeded', use *was able to*.
*My colleague **was able to** run fast enough just to catch the train. I **could** paint beautifully when I was a child.*
However, if the specific action is negative, use *couldn't* or *wasn't able to*.
*I called my customer many times today, but I **couldn't** / **wasn't** able to get through.*

3. To talk about a specific action in the past, especially when we succeed in doing something difficult after trying hard, use *managed to*. It can be used in the positive or negative.
*They didn't want to give us the day off at first, but we **managed** to convince them.*
4. To refer to past ability with a connection to the present, use the present perfect form of *be able to*.
*I **have** always **been able to** communicate my ideas efficiently*

Future ability

1. Since *can* has no infinitive form, use *be able to* to talk about future ability
after will and going to
*Perhaps Erika **will be able** to help you. I'm afraid I'm **not going to be able** to do anything for you.*
2. After modals
*I **may/might be able** to help you.*
3. after verbs like *would like to* and *want to*
*I **would like to be able** to help you.*

1. Complete the sentences using either could or managed to.

1. Luis Borges was a fantastic writer and he _____ speak a many languages fluently.
2. Despite the heavy traffic, we _____ to get to the airport just in time.
3. When I was younger, I _____ run for about 30 minutes without feeling tired.
4. She _____ to convince her boss to give her a pay raise.
5. I _____ attend the meeting despite being unwell.
6. When I lived with my family near the beach, we _____ go swimming every day.
7. Despite her lack of professional experience, she _____ to find a good job.

2. Cross out the alternative which is not possible.

1. We **didn't manage to** / **couldn't** / **aren't manage to** find your wallet, sir.
2. I **can** / **am able to** / **do able to** speak Italian, Russian and Spanish.
3. Nala **managed to** / **could** / **was able to** finish her presentation last week.
4. A long time ago, I **was able to** / **can** / **could** run 50 kilometers.
5. **Did you manage** / **were you able** / **could** you to review the sale reports?
6. **Are you able** / **Do you can** / **Can** you meet today?
7. I **can't** / **am not able to** / **am not manage to** come to the office tomorrow.
8. I **could** / **couldn't** / **was able to get** on any of the websites you recommended.
9. Can you speak more slowly? I **am able to** / **didn't manage to** / **can't** follow what you're saying.
10. Do you think she **will manage to** / **can** / **is be able to** get a visa?



extra grammar

To emphasize difficulty or to suggest effort, we use **manage to** or **succeed in** + ing:

*E.g. I managed to start the car, but only after ten minutes of trying.
She succeeds in creating a positive atmosphere in every meeting (more formal).*



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Business Upper Intermediate

Unit 4: New ideas

Homework – Answer Key

Exercise 1

1. avoid (a problem) - **get round**
2. cause (something to happen) - **bring about**
3. create (an idea, a solution to a problem) - **come up with**
4. develop (a plan, a project) - **take forward**
5. have a good result - **pay off**
6. perform (an activity, research) - **carry out**
7. reduce (costs) - **bring down**
8. respond to (a challenge) - **take up**
9. start (a business, a project) - **set up**

Exercise 2

1. **True**
2. **False** - The text states that "*getting round regulatory hurdles was a significant challenge for these companies.*"
3. **False** - The text states that companies created AI technologies to "*significantly reduce the time spent on data processing.*"
4. **True**
5. **False** - The text mentions that "*the investment in AI innovation has started to pay off.*"
6. **True**
7. **True**
8. **False** - The text says "*numerous businesses and individuals [are] taking up AI technology in their daily operations.*"
9. **False** - The text notes that "*These companies set up dedicated teams to carry out in-depth research and development activities.*"

Exercise 1

1. **B.** Old-fashioned method
2. **B.** Breakneck speed
3. **B.** Innovative approach
4. **C.** Major feature
5. **C.** Disruptive behavior
6. **B.** Old-fashioned method
7. **B.** Potential benefit
8. **C.** Established principle

Exercise 2

1. Cutting-edge technology
2. Key feature
3. Disruptive technology
4. Innovative approach
5. Potential benefit
6. Technological breakthrough
7. Revolutionary idea
8. Major feature

Exercise 1

1. Introducing a talk.
2. Introducing an idea, product, or service.
3. Explaining the benefits.
4. Checking and moving on
5. Inviting questions.
6. Summarizing your talk

Exercise 2

Introducing a talk:

1. I plan to say a few words about ... (I)
2. The subject of my talk is ... (F)
3. What I'd like to do in this presentation is ... (N)
4. I've divided my talk / presentation into (three) parts. (F)
5. First, I'll give you a brief overview of ... / To start off, (N)
6. Then I'll talk about ... (N)
7. After that I'd like to show you ... (N)
8. Finally ... (N)
9. By the end of this presentation ... (F)

Introducing an idea, product, or service:

1. Let's start with my first point. (N)
2. Basically, (XR) is ... (I)
3. It is already being used in ... (N)
4. I'll be saying more about this in (a few minutes). (N)
5. To give you an example of what I mean ... (N)

Explaining the benefits:

1. There are several main benefits of using (XR). (N)
2. The biggest potential benefit of (XR) is ... (F)
3. There's an important point to be made ... (N)
4. The other important advantage of (XR) is ... (F)
5. And here is another great thing about (XR) ... (I)

Checking and moving on:

1. Does that sound OK? (I)
2. OK, let's look at what (XR) has to offer. (I)
3. Now I'd like to move on to ... (N)
4. Perhaps I should expand on that ... (N)

Exercise 3

Paragraph order

- | | |
|------|------|
| 1. C | 4. E |
| 2. F | 5. A |
| 3. B | 6. D |

Inviting questions:

1. If you have any questions you'd like to ask, I'll be happy to answer them at the end of the talk. (F)
2. After my talk there'll be time for a discussion and any questions. (F)
3. If there's anything you're not clear about, go ahead and ask any questions you want. (I)
4. If you have any questions, please don't hesitate to interrupt me. (N)

Summarizing your talk:

1. That brings me to the end of my talk / presentation. (F)
2. Let's just recap ... (N)
3. As we've seen today ... (N)
4. So, to sum up ... (N)

Exercise 1

1. Could
2. Managed to
3. Could
4. Managed to
5. Could
6. Could
7. Managed to

Exercise 2

1. We **didn't manage to** find your wallet, sir.
2. I **can** speak Italian, Russian, and Spanish.
3. Nala **managed to** finish her presentation last week.
4. A long time ago, I **could** run 50 kilometers.
5. **Did you manage to** review the sale reports?
6. **Are you able** to meet today?
7. **I am not able to** come to the office tomorrow.
8. I **couldn't** get on any of the websites you recommended.
9. Can you speak more slowly? I **can't** follow what you're saying.
10. Do you think she **will be able to** get a visa?