

**SOLUTIONS PRE-INTERMEDIATE 5**

**CULTURE 5:**

**BRITISH**

**ENTREPRENEUR**

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5

## Exam Skills Trainer

### Use of English

#### Strategy

Try to guess the correct words without looking at the options. Then check if your answer is given as an option.

**4 Read the Strategy. Then choose the correct options (A–C) to complete the gaps.**

Crime drama programmes on television are very popular these days. They <sup>1</sup> \_\_\_\_\_ on nearly all the channels in the evenings. The most popular series are the ones where scientific methods are used <sup>2</sup> \_\_\_\_\_ the police investigators to find the criminals. But how true to life are these programmes? A scientist <sup>3</sup> \_\_\_\_\_ recently, and she <sup>4</sup> \_\_\_\_\_ the interviewer about some important differences between the stories in the dramas and the things that happen in real-life crime investigations. One of the most important things she mentioned was how long it really takes for test results to <sup>5</sup> \_\_\_\_\_ back. She gave the example of a programme that <sup>6</sup> \_\_\_\_\_ the night <sup>7</sup> \_\_\_\_\_. She said that the police <sup>8</sup> \_\_\_\_\_ the test results within hours and explained that in real life tests like these <sup>9</sup> \_\_\_\_\_ several days! She also said that <sup>10</sup> \_\_\_\_\_ these series were made as realistic as possible, viewers would get completely the wrong idea about what investigators are able to do. They would complain about the time that is taken to solve crimes. I think she has a point. What do you think? We'd love to hear your views.

- |    |                 |                      |                    |
|----|-----------------|----------------------|--------------------|
| 1  | A would find    | B can be found       | C are finding      |
| 2  | A by            | B for                | C of               |
| 3  | A interviewed   | B has interviewed    | C was interviewed  |
| 4  | A said to       | B said               | C told             |
| 5  | A be sent       | B send               | C be sending       |
| 6  | A is broadcast  | B had been broadcast | C was broadcasting |
| 7  | A previous      | B last               | C before           |
| 8  | A had received  | B have received      | C were received    |
| 9  | A will be taken | B would take         | C were taken       |
| 10 | A if            | B when               | C unless           |

# Speaking

## Strategy

Listen carefully to the instructions that the examiner gives and the questions that you are asked. If you do not understand the examiner's question, it is OK to ask him / her to repeat it.

5 Read the Strategy. Then tick (✓) the statements that can be used to ask the examiner to repeat a question.

A I'm sorry?

B I don't know.

C Excuse me?

D Could you repeat that,  
please?

E I can't hear you.

F Pardon?

G Don't speak so quietly.

H Sorry, I didn't catch  
that.

## 6 Now do the exam task.

These two photos show children learning in different ways. Compare and contrast them and say which lesson you prefer and why. The following ideas may help you:

- the places and the atmosphere
- the people and their feelings
- the activities.



After comparing the photos, answer the questions.

- 1 How do you think children learn best? Why?
- 2 Which style of learning suits you best? Why?

## Writing

### Strategy

When writing an article that gives opinions about an issue, it is a good idea to give some examples to illustrate your point(s).

**7 Read the Strategy. Underline the phrases used to introduce examples in the sentences below.**

- 1 It's important to keep up to date with news events. For example, I always check out the important events online.
- 2 Using technology can be quite difficult for older people. My grandmother, for instance, often has problems using the tablet we bought her for her birthday.
- 3 Children need to learn about important environmental problems like global warming and climate change when they are at primary school.
- 4 We can do lots of things to help prevent burglaries, such as putting in alarms and locking all our windows.

**8 Read the exam task and write your article.**

An English student magazine has started a writing competition. The topic is 'New gadgets are making us lazier and lazier.' In order to take part in the competition, you need to write an article arguing your point of view. In your article:

- Express your opinion on the statement.
- Support your opinion with arguments.
- State counter arguments.
- Summarise the main points.






**WHO IS AN  
ENTREPRENEUR?**



# WHO IS AN ENTREPRENEUR?

A PERSON WHO MAKES MONEY BY  
RUNNING A BUSINESS AND TAKES RISKS.





**WHAT KIND OF  
PERSONAL  
QUALITIES DO  
YOU NEED TO BE  
A SUCCESSFUL  
ENTREPRENEUR?**



**THE BODY SHOP INTERNATIONAL LIMITED, TRADING AS THE BODY SHOP, IS A BRITISH COSMETICS, SKIN CARE AND PERFUME COMPANY.**



1 **SPEAKING** Look at the photo. Are there Body Shop stores in your country? What do they sell?



# Anita Roddick

Anita Perilli was born in 1942 in Littlehampton, a seaside town <sup>1</sup>\_\_\_\_\_ the south of England. Her parents were from Italy and ran a café. After leaving school, she trained <sup>2</sup>\_\_\_\_\_ an English teacher, but before finding a job, she decided to travel round the world, working in a number of different countries. When she got back <sup>3</sup>\_\_\_\_\_ Britain, her mother introduced her to a young Scottish man called Gordon Roddick. They fell in love immediately and <sup>4</sup>\_\_\_\_\_ married. Together, they opened a restaurant and a small hotel in Anita's home town. They had two daughters and moved to Brighton, also on the south coast.

It was there in 1976 that Anita Roddick opened the first Body Shop store. Her husband was travelling in South America and she needed to earn money to support her young family. She wanted <sup>5</sup>\_\_\_\_\_ sell cosmetics and skin-care products that were natural and not tested on animals. She also recycled the bottles <sup>6</sup>\_\_\_\_\_ contained her products: customers could bring them back to the shop and refill them. 'Businesses have the power to do good,' she said. She opened a second shop six months <sup>7</sup>\_\_\_\_\_ and by 1991, there were seven hundred Body Shop stores. By 2004, the Body Shop had over two thousand stores with 71 million customers in 51 countries.

Anita Roddick was passionate about social and environmental issues. She gave money <sup>8</sup>\_\_\_\_\_ many charities, including Greenpeace and Amnesty International, and she campaigned for them too. She joined anti-globalisation protests and was very critical of big oil companies that did not invest in renewable energy.

Towards the end <sup>9</sup>\_\_\_\_\_ her life, she sold Body Shop to the world's largest cosmetics company, L'Oréal. Many of her customers felt betrayed. But she gave away most <sup>10</sup>\_\_\_\_\_ her money to charities. She died in 2007 at the age of 64.

**2** Complete the text about British entrepreneur Anita Roddick. Write one appropriate word for each gap.




### **3 Read the text again. Answer the questions.**

- 1 Where were Roddick's parents from?
- 2 What did she do immediately after leaving school?
- 3 What businesses did she and her husband run together?
- 4 Where was her husband when she opened the first Body Shop store?
- 5 What was different about the ingredients in Body Shop products?
- 6 Why did some of her customers feel betrayed?



**HOW DO YOU  
SEE ANITA  
RODDICK?**



4  3.25 Listen to a radio programme about Richard Branson, another British entrepreneur. Put the businesses in the order that Branson started them.

- a airline \_\_\_
- b mail-order record company \_\_\_
- c mobile phone company \_\_\_
- d recording studio \_\_\_
- e space tourism company \_\_\_
- f student magazine \_\_\_
- g train company \_\_\_



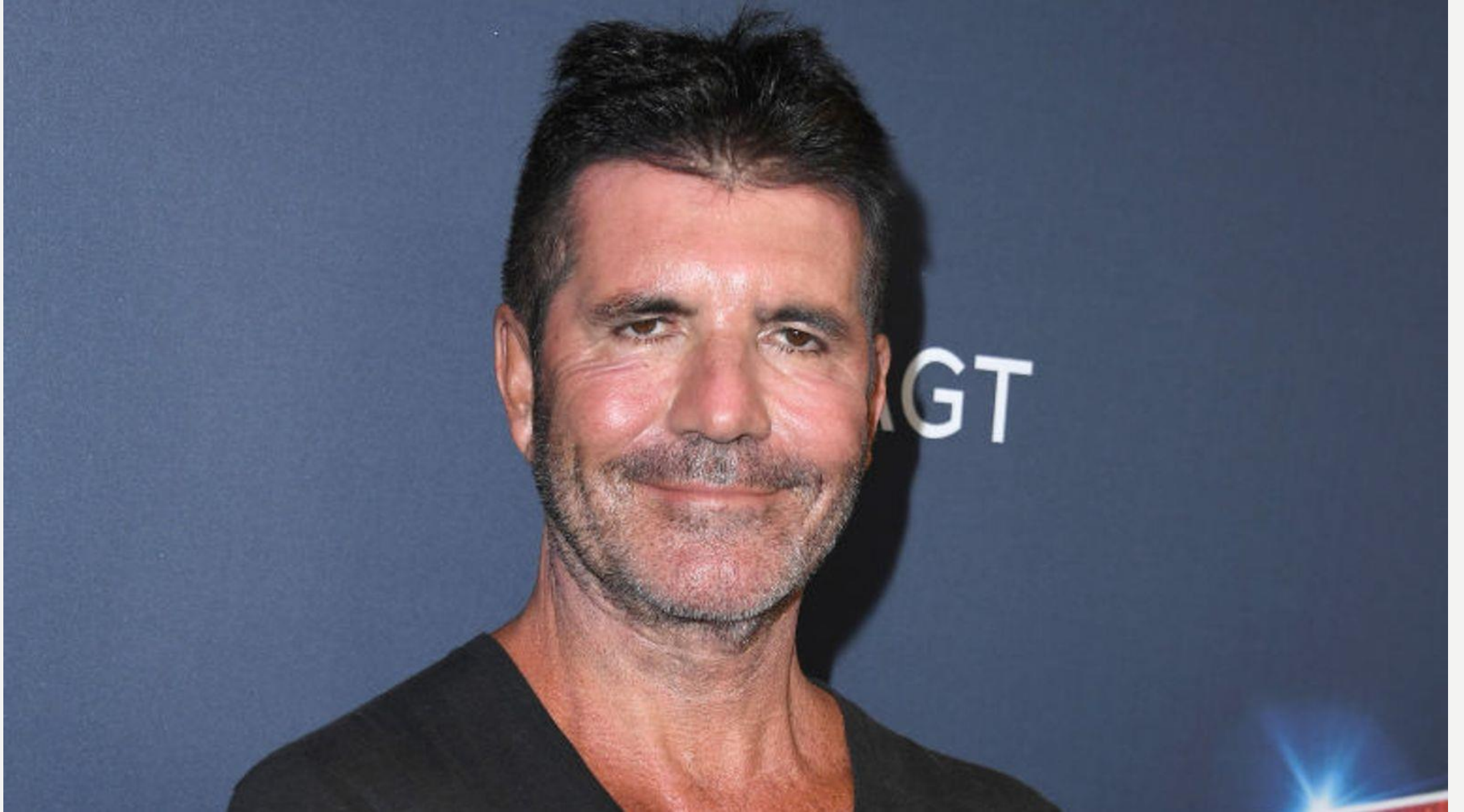
5  3.25 Listen again.

Are the sentences true or false? Write T or F.

- 1 Branson's head teacher made a correct prediction about Branson's future. \_\_\_\_
- 2 Branson was unable to attract famous bands to his record company. \_\_\_\_
- 3 He still owns his record company. \_\_\_\_
- 4 He has broken two world records. \_\_\_\_
- 5 Branson has set up a space tourism company. \_\_\_\_









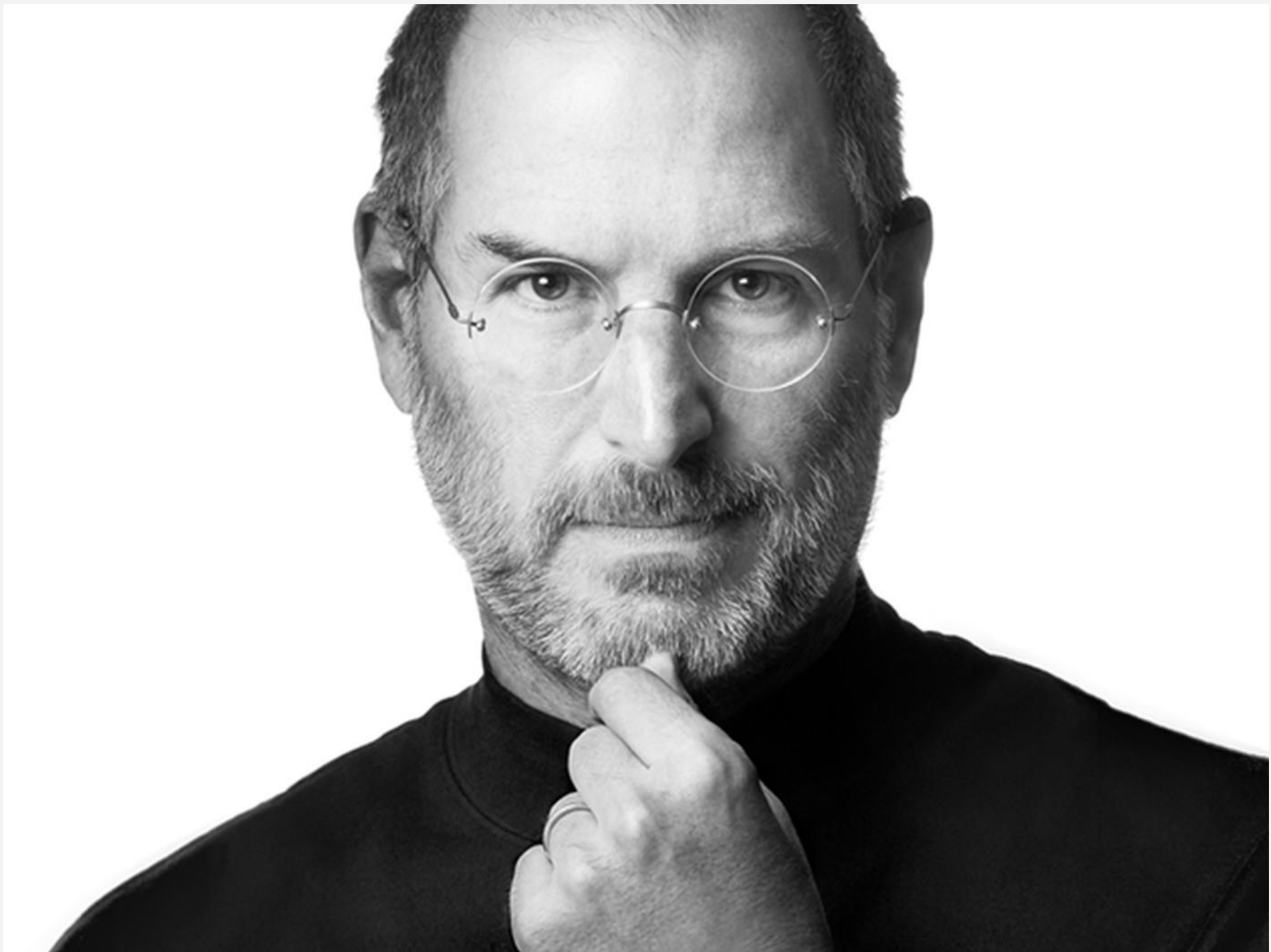












**6 SPEAKING** Work in pairs. Ask and answer the questions.

- 1 What nationality are the entrepreneurs below? What are they famous for?

Roman Abramovich   Coco Chanel

Simon Cowell   Walt Disney   Henry Ford

Bill Gates   Steve Jobs

Where is Bill Gates from and what is he famous for?

He's American. He founded Microsoft.

- 2 Do you know of any entrepreneurs from your country? What are they famous for?

# DO YOU REMEMBER MARKS & SPENCER?



**ASSIGNMENT:  
SUMMARY  
CUMULATIVE REVIEW 2**

**DEADLINE: THURSDAY**