

Oxford EAP

A course in English for Academic Purposes

ELEMENTARY / A2

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Answer Key

OXFORD
UNIVERSITY PRESS

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UNIT 1 Education

ACADEMIC FOCUS: PRESENTING INFORMATION

DISCUSSION

1

Answer
science

3

Answers

- b media studies
- c science
- d history
- e geography
- f mathematics
- g English
- h physical education
- i engineering
- j information technology / IT

1A Listening & Speaking Presentations (1)

TASK 2 Understanding key information in a presentation

1 and 2 1.2

Answers

- 1 **Name:** Shri Patel
Country: India
Favourite school subjects: maths and science
Future university subject: management
Likes: working in groups
- 2 2 a 3 e 4 f 5 d 6 b

3

Answer

The six sentences are about the present.

TASK 3 Practising the present simple

1

Answers

- | | |
|---------|-----------------------|
| 2 study | 5 aren't |
| 3 needs | 6 likes, doesn't like |
| 4 are | |

2

Answers

- 1 Are you a university student?
- 2 Do you study maths?
- 3 Do you like reading textbooks?
- 4 Do you like working in groups or on your own?

TASK 4 Noting down key information

1 1.4

Answers

Name: Leila Wong
From: Singapore
Future subject: business
Likes: going to lectures / reading textbooks / making notes
Future plans: become a project manager

2 1.4

Answers

- | | |
|--------|--------------|
| 1 plan | 3 hope |
| 2 want | 4 would like |

TASK 5 Practising the present simple for future plans

1 1.6

Answers

- | | |
|-------------------|------------------------|
| 2 like | 5 do you hope to study |
| 3 'd like to work | 6 plans to go |
| 4 want to do | 7 'd like to go |

1B Reading Textbooks (1)

TASK 1 Recognizing text types

1

Answers

- | | |
|--------------------|---------------------|
| 2 magazine article | 4 lecture slides |
| 3 textbook | 5 examination essay |

TASK 2 Understanding information in a textbook

1

Answers

- 1 T 2 F 3 T

2

Answer

- 1

3

Answers

- 1 skill - a; subject - b
- 2 copy - b; repeat - a
- 3 learn - b; practise - a
- 4 remember - a; develop - b
- 5 mistake - a; feedback - b

4

Answers

- 1 F 2 T 3 T 4 F 5 T

TASK 3 Taking notes from a text

1

Answers

- 1 remember what you see
- 2 develop your physical ability
- 3 your teachers watch you
- 4 you learn from your mistakes

TASK 4 Practising giving information and instructions

1

Answers

Learning new skills

You learn new skills in PE in different ways.

Copying

You often learn a new skill by copying. For example, in a PE lesson, the teacher shows you what to do and then you copy it. Four things are important here:

- Watch carefully.
- Remember what you see.
- Practise and repeat the activity.
- Develop your physical ability (e.g. to run faster).

Learning from your mistakes

You also learn from your mistakes. For example, if you practise something and it doesn't work, then your PE teachers help you; they watch you and then they give you feedback. If you make a mistake, your teacher tells you. In this way, you learn from your mistakes.

2 and 3

Answers

- 2 2 gives
 - 3 watch
 - 4 Remember, copy
 - 5 shows, do
 - 6 learn, try
- 3 1 is
 - 2 listen
 - 3 gives
 - 4 are
 - 5 Learn

TASK 5 Understanding the main information and taking notes

1

Answer

- 2

2 and 3

Answers

- 2 You watch the role model / him or her
- 3 You try to copy him or her
- 4 Start again / Go back to the beginning and learn the skill again
- 5 Don't make the same mistakes
- 6 Be patient and do lots of practice

TASK 6 Critical thinking - summarizing information

1

Answers

2 d 3 a 4 e 5 b

1C Writing (1) Sentences about you

TASK 1 Understanding a personal statement

1 and 2

Answers

- 1 b
- 2 Information given: Age and country; School subjects; Interests and hobbies; Future plans.

3

Answers

- 1 British International School, Istanbul
- 2 mathematics, science, geography
- 3 sport (basketball, tennis), volunteering (works with children with disabilities)
- 4 study business at university, develop academic and personal skills, work as a project manager in construction

TASK 2 Practising present simple sentences

1 and 2

Answers

- 1 2 study
3 like / enjoy
4 am
5 work
6 want / hope / plan
7 like
- 2 1 I am / I'm twenty years old.
2 I'm from Yemen. / I'm Yemeni.
3 I am / I'm a student at Birmingham University.
4 I study mathematics.
5 I like reading books. / I like to read books. / I like books.
6 I'm a member of the local football team.
7 I plan to go to university.
8 In the future, I'd like to study economics.

1C Writing (2) A personal statement

TASK 1 Analysing a personal statement

1

Answers

- a Statement A
- b the inclusion of the words *and*, *but*, *because*
- c (Sample answer) I prefer Statement B because it has longer sentences, a more appropriate style, and it flows better.

TASK 2 Practising joining sentences

1

Answers

I am nineteen **and** I am from Malaysia. I have an international baccalaureate from the Kuala Lumpur International School. School exams are very difficult in Malaysia, **but** I have grade A in all my subjects.

In my free time I like sport **and** I often go running. I always play football on Saturdays **because** I am a member of my local football team **and** we play against other teams.

My favourite subjects are history and geography, **but** in the future, I hope to study management at university **because** I'm interested in business.

2

Answers

- 1 I enjoy most sports, but I don't like football.
- 2 I like studying languages, but I have a C grade in English.
- 3 I am interested in travel because I enjoy meeting people from different countries.
- 4 I am in the athletics team at school and I am a member of a local athletics club.
- 5 I study music at school and I learn the piano at home.
- 6 I plan to study engineering at university and I hope to be a project manager.
- 7 I hope to become a journalist because I like writing and meeting new people.

1D Vocabulary

TASK 1 Vocabulary-building: Verbs and nouns

1

Answers

- | | |
|------------|------------|
| 1 A V, B N | 4 A N, B V |
| 2 A V, B N | 5 A V, B N |
| 3 A V, B N | 6 A N, B V |

TASK 2 Collocation: Verb + noun

1

Answers

- | | |
|-------------------------|-----------------------------|
| 1 <u>read</u> textbooks | 4 <u>watch</u> videos |
| 2 <u>make</u> notes | 5 <u>find</u> solutions |
| 3 <u>do</u> exercises | 6 <u>listen to</u> lectures |

2

Answers

- | | |
|-----------|------------|
| 1 repeat | 4 give |
| 2 do | 5 practise |
| 3 develop | 6 remember |

1E Academic Language Check

TASK 1 Talking about now and future plans

1-3

Answers

- 1 1 'm / am
2 doesn't / does not want
3 aren't / are not
4 plan
5 's / is
6 hope
7 studies
8 don't / do not like
- 2 1 N 2 F 3 N 4 F 5 N 6 F 7 N 8 N
- 3 3 Are history and geography difficult subjects?
4 Do they plan to study science at university?
5 Is he interested in information technology?
6 Do we / they hope to work in the USA next year?
7 Does she study economics at a business school?
8 Do you / I like doing examinations?

TASK 2 Giving information and instructions or advice

1

Answers

- | | |
|-------------|----------|
| 1 you start | 5 listen |
| 2 you need | 6 talk |
| 3 try | 7 's |
| 4 make | |

TASK 3 *and, but, because*

1

Answers

- 1 b 2 d 3 e 4 c 5 a 6 f

UNIT 2 Information

ACADEMIC FOCUS: DESCRIBING FEATURES

2A Listening & Speaking Presentations (2)

TASK 1 Understanding the introduction to a presentation

1

Answers

Information: 1 and 6

Authority: 2 and 5

Design: 3 and 4

2  2.1

Answers

1 doing internet research for studying at university / internet research / research at university

2 authority, design, information

TASK 2 Understanding the features of a web page

1

Answers

- | | |
|---------------|-------------|
| 1 domain name | 5 heading |
| 2 search box | 6 link |
| 3 logo | 7 home page |
| 4 image | 8 PDF |

2  2.2

Answers

- | | |
|---------------|--------------|
| 1 domain name | 5 image |
| 2 logo | 6 search box |
| 3 headings | 7 links |
| 4 home page | 8 PDF |

TASK 3 Noticing the language of presentations

1  2.1, 2.2

Answers

Firstly, I'm going to talk about ... 4

Today I'd like to talk about ... 2

Hello. My name's ... 1

Finally, I'll talk about ... 6

My talk is in three parts: ... 3

To sum up ... 7

Are there any questions? 8

Secondly, we'll look at ... 5

2

Answers

a Hello. My name's ... / Today I'd like to talk about ...

b My talk is in three parts: ... / Firstly, I'm going to talk about ... / Secondly, we'll look at ... / Finally, I'll talk about ...

c To sum up ... / Are there any questions?

3

Answers

It also has ... / In addition, / Also,

TASK 4 Practising sequencing and adding information

1  2.4

Answers

2 Secondly 4 addition

3 finally 5 also

2B Reading Textbooks (2)

TASK 1 Thinking about the purpose of reading

1

Sample answers

Free time: websites, emails, texts, tweets, newspapers, manuals, novels, recipe books, advertisements, magazines, comics, subtitles

Studies: textbooks, exam papers, reports, instructions, lecture notes, websites, course-specific texts such as LMS materials (e.g. on Moodle), PowerPoint handouts

2 and 3

Answers

2	a textbook	a magazine	a news website	an advertisement
to inform	✓	✓	✓	
to entertain		✓	(✓)	(✓)
to give an opinion	✓	✓	✓	(✓)

TASK 2 Understanding the purpose of a text

1

Answers

1 b 2 a

TASK 3 Practising using noun phrases to make notes

1

Answers

The reasons for a website

Some websites provide information and others are for entertainment. Many websites do both; they present information in an entertaining way. News websites, in particular, present news stories in this way. They make the news interesting by using text and interactive features such as video.

Other websites such as Amazon offer a service or sell products. You can also have your own blog, or a personal home page on sites like Facebook and Twitter. These social networking websites are very popular nowadays because the people who use the website provide the information.

2 and 3

Answers

2 2 entertainment 6 personal
3 news website 7 social
4 a service 8 websites
5 products

TASK 4 Recognizing important information in a text

1

Answers

1 F 2 F 3 T 4 T 5 T 6 F 7 F 8 T

2

Sample answers

Types of feature: headings, text, links, video, banners, search box

Design: very important; different colours, images, and features

Layout: logo on top left-hand corner, headings and links, search box in top right-hand corner

2C Writing (1) Descriptive sentences

TASK 1 Understanding a description

2

Answers

1 people watch BBC television programmes and listen to BBC radio stations around the world
2 40 million users per day
3 news, weather, sport, culture, entertainment

TASK 2 Practising adjectives in noun phrases

1

Answers

CNN is a popular American TV news channel. It also has a large international audience.

2

Answers

- 1 Al Jazeera is a large international news channel.
- 2 The Huffington Post is a modern online news blog.
- 3 Handmade Films is a small British film company.
- 4 Facebook is a free global social networking site.
- 5 Oxford University is a famous historic university.

3

Answers

The BBC (British Broadcasting Corporation) is a large organization. It's famous because people watch BBC television programmes and listen to BBC radio stations around the world. It also has a popular news website with 40 million users per day. In addition, other BBC websites provide free information about weather, sport, culture, and entertainment.

Adjective not part of a noun phrase: famous

4

Answers

- 1 international broadcaster
- 2 famous
- 3 free
- 4 expensive
- 5 main headquarters
- 6 local office

2C Writing (2) A descriptive paragraph

TASK 1 Analysing a descriptive paragraph

1 and 2

Answers

- 1 1 F 2 T 3 T
- 2 a sentence 2
b sentence 1
c sentence 4
d sentence 3

TASK 2 Practising adding information and joining sentences

1

Answers

News Corporation is a large media organization. Its headquarters is in New York, but it also has offices all over the world, so it's a global company. Every day, people in different countries watch its international TV news channels, or they read one of its many newspapers. In addition the company is famous because it produces popular TV shows such as *House* and *The Simpsons*.

2

Answers

- 2 a Al Jazeera broadcasts news in the Middle East, Europe, Asia, and the USA, so it's a global TV news network.
- 3 e You can watch the Al Jazeera news in Arabic or you can watch it in English.
- 4 d Al Jazeera has a website. It also has a mobile app.
- 5 c Al Jazeera is popular in the United States because it has a special channel called 'Al Jazeera America'.

3 and 4

Answers

- | | |
|-----------|---------------|
| 3 1 and | 4 so |
| 2 because | 5 In addition |
| 3 or | 6 but |

Sample answer

4 The Walt Disney Company is a large media conglomerate. It is famous for children's films such as *Snow White* and *The Lion King*. In addition, the company has other media including the Disney TV channel, Radio Disney, and theme parks like Disneyland.

2D Vocabulary

TASK 1 Websites

1

Answers

- | | |
|-----------|----------|
| 1 website | 4 PDFs |
| 2 home | 5 search |
| 3 links | 6 names |

TASK 2 Noun suffixes

1

Answers

- | | |
|-----------------|-----------------|
| 2 organization | 5 advertisement |
| 3 entertainment | 6 education |
| 4 presentation | |

TASK 3 Vocabulary-building: Antonyms

1

Answers

- 1 c 2 g 3 f 4 e 5 h 6 a 7 d 8 b

2

Answers

- | | |
|-------------|--------------|
| 1 important | 4 modern |
| 2 useful | 5 expensive |
| 3 easy | 6 unreliable |

2E Academic Language Check

TASK 1 Sequencing and adding information

1

Answers

- | | |
|------------|---------------|
| 1 Firstly | 4 In addition |
| 2 Secondly | 5 Also |
| 3 Finally | |

TASK 2 Understanding a noun phrase

1 and 2

Answers

- 1 1 A search box is an important feature.
2 A news website has information.
3 A website has different links.
4 A modern university has good resources.
- 2 a information
b a search box, a news website
c different links, good resources
d a website
e an important feature, a modern university

TASK 3 Adjectives in noun phrases

1

Answers

- 1 Apple is a global IT company.
- 2 Al Jazeera is an international TV news channel.
- 3 Harvard is a famous American university.
- 4 Google is a free search engine.
- 5 *The Economist* is a popular weekly magazine.

TASK 4 *in addition, also, so, or*

1

Answers

- | | |
|-------|---------------|
| 1 but | 4 in addition |
| 2 or | 5 also |
| 3 so | |

UNIT 3 Location

ACADEMIC FOCUS: COMPARING AND CONTRASTING

DISCUSSION

2

Answers

bad - good	cheap - expensive
beautiful - ugly	clean - dirty
big - small	high - low
boring - interesting	modern - old
busy - quiet	

3A Listening & Speaking Lectures (1)

TASK 1 Focusing on a topic to prepare for a lecture

4 3.1

Answers

- 1 location
- 2 transport links
- 3 cost

TASK 2 Making notes on the main content of a lecture

1 3.2

Answers

- | | |
|-------------|-------------|
| 1 important | 4 busy |
| 2 big | 5 expensive |
| 3 good | 6 high |

TASK 3 Practising comparative adjectives

1

Answers

- 1 Beijing is smaller than Shanghai.
- 2 São Paulo is bigger than Rio.
- 3 Transport links are more important than the size of the city.

2

Answers

- | | |
|------------------|------------------|
| 2 newer | 6 more beautiful |
| 3 busier | 7 better |
| 4 quieter | 8 worse |
| 5 more important | |

TASK 4 Practising superlative adjectives

1

Answers

- 1 London 2 Atlanta 3 Sochi

2

Answers

- 1 T 2 F 3 T 4 F 5 F 6 T

3

Answers

- 2 Istanbul is bigger than Doha and Madrid. / Istanbul is the biggest city.
- 4 Madrid is cooler / colder than Istanbul in August. / Istanbul is hotter than Madrid in August.
- 5 Istanbul has the biggest airport.

3B Reading Textbooks (3)

TASK 1 Comparing locations

2

Sample answers

A high-street location is better for a bookshop, café, or high-class clothes shop, because it is in a city centre where people go shopping.

A gym can also be on the high street, although people can also use it on a business park. A café is also welcome on a business park.

For a company selling products over the internet, a business park is a better location. It is probably cheaper. Similarly, a car dealer takes up a lot of space (including customer parking), so probably there won't be enough space on a high street.

Laboratories are best located on business parks, where space is cheaper and employees can park.

Finally, a university can be located near the centre of a city, or outside; good examples of both locations can be found (e.g. Oxford University, situated around the city centre near the main shopping streets; Nottingham University, situated five kilometres out of the city to allow for plenty of green space).

TASK 2 Understanding the parts of a text

1

Answers

- 1 cost b, price a
- 2 profit b, income a
- 3 to rent a, to own b
- 4 suppliers a, customers b
- 5 employees b, labour a

2

Answers

a 2 b 4 c 5 d 3 e 1

TASK 3 Noticing comparison and contrast

1

Answers

Paragraph	Adds similar ideas	Contrasts different ideas	Linking word(s) and comparative adjectives
2		✓	<i>but, higher, lower</i>
3	✓		<i>Similarly</i>
4		✓	<i>In contrast, higher, lower</i>
5	✓		<i>also, in addition, more beautiful, shorter, better, easier</i>

TASK 4 Reading for similarities and differences in a text

1

Answer

b

2

Answers

b 0 c UK d 0 e 0 f UK g 0 h 0

3

Answers

Locating in the UK and in another country

Many UK companies think about relocating their businesses to other countries in order to lower their costs and increase their profits. However, there are some points to consider first before moving overseas:

- **Land costs** UK cities such as London are expensive for office space, so locating to other countries can often cost less. However, it is not easier for working with UK customers or suppliers.
- **Labour costs** Some businesses use a lot of labour; for example, telephone answering services, clothing manufacturers, and other similar businesses have high labour costs. For these businesses the cost of staff in the UK is often higher than the cost overseas. On the other hand, sometimes the quality of manufacturing in another country is worse.
- **Tariffs** There are different tariffs on products coming into a country or area like the European Union (EU). So even if manufacturing costs are cheaper, with tariffs it can be more expensive to produce items in another country.
- **Language** In another country language differences sometimes make communication with workers difficult. Similarly, there are sometimes problems with cultural differences.
- **Transport costs** Locating to another country means these costs are higher because the goods need to be transported back to the UK.

TASK 5 Practising word forms for comparing and contrasting

1

Answers

- | | |
|---------------|----------------|
| 2 Similarly | 5 different |
| 3 differences | 6 similarities |
| 4 difference | |

3C Writing (1) Comparison sentences

TASK 1 Understanding similarities and differences

2

Answers

- 1 Durham is older than Bristol.
- 2 (correct)
- 3 (correct)
- 4 The percentage of overseas students at Durham is higher.
- 5 (correct)

3

Answers

- | | |
|----------------|----------------|
| 1 differences | 4 differences |
| 2 differences | 5 similarities |
| 3 similarities | |

TASK 2 Practising comparison sentences

1

Answers

- | | |
|----------|----------------|
| 2 more | 6 Both |
| 3 people | 7 beautiful |
| 4 than | 8 universities |
| 5 as | |

2

Sample answers

- 2 Yale is newer than Harvard.
- 3 The number of students is higher at Harvard.
- 4 The number of students is lower at Yale.
- 5 There are more students at Harvard than at Yale.
- 6 Student fees at Yale are as expensive as student fees at Harvard.
- 7 There are more overseas students at Harvard.

3C Writing (2) A comparison paragraph

TASK 1 Analysing a comparison paragraph

1

Answers

- 1 F 2 F 3 T

2

Answers

Similar: age, location, level of education, language

Different: population, type of city

TASK 2 Practising comparison

1

Answers

- | | |
|---------------------|-----------|
| 2 both | 6 bigger |
| 3 Similarly | 7 largest |
| 4 important | 8 overall |
| 5 On the other hand | |

2

Sample answers

- 1 There are a number of similarities and differences between Harvard and Yale Universities.
- 2 Both universities are old.
- 3 Similarly, both universities have annual student fees of \$42,000.
- 4 On the other hand, Harvard has more students.
- 5 However, overall, both universities have a similar percentage of international students.

3D Vocabulary

TASK 1 Location and business

1

Answers

- | | |
|-------------|-------------|
| 1 location | 5 expensive |
| 2 cost | 6 employees |
| 3 rent | 7 profit |
| 4 customers | |

TASK 2 Compound nouns

1

Answers

- | | |
|---------------------|--------------------|
| 1 transport links | 4 individual needs |
| 2 office space | 5 land costs |
| 3 sports facilities | |

TASK 3 Identifying word forms

1

Answers

- 1 f 2 b 3 g 4 d 5 e 6 a 7 c

3E Academic Language Check

TASK 1 Comparative and superlative adjectives

1

Answers

- | | |
|---------------|-------------------|
| 2 high | 8 more important |
| 3 highest | 9 least expensive |
| 4 bigger | 10 good |
| 5 busy | 11 best |
| 6 most modern | 12 worse |
| 7 important | |

2

Answers

- 1 The population of Los Angeles is ~~more~~ **larger** than the population of Atlanta.
- 2 São Paulo is **bigger** than Rio de Janeiro.
- 3 Dubai is **more modern** than Rome.
- 4 Shopping online is less **expensive** than shopping in the high street.
- 5 Accommodation in London is the **most** expensive in the UK.
- 6 Athens is one of **the oldest** cities in Europe.
- 7 I'm the ~~more~~ **youngest** in my family.
- 8 My city has the **best** transport links in the world.

TASK 2 Similarity and difference

1 and 2

Answers

- 1 1 Similarly
 - 2 But
 - 3 addition
 - 4 similarities
 - 5 difference
- 2 1 e 2 c 3 b 4 d 5 a

UNIT 4 Production

ACADEMIC FOCUS: DESCRIBING NUMBERS AND CHARTS

DISCUSSION

1

Answers

Brazil: Latin America
Canada: North America
Germany: Europe
Ghana: Africa
Indonesia: Asia
Oman: the Middle East

4A Listening & Speaking Presentations (3)

TASK 1 Understanding the purpose of a chart

1

Answers

produce - consume
earn - spend
buy - sell
2 earn, spend
3 buy, sell
4 produce, consume

2 and 3

Answers

2 1 C 2 A 3 B
3 a Ivory Coast
b the USA
c Brazil
d the UK

TASK 2 Understanding data

1 4.2

Answers

1 b 2 c 3 a

2 4.2

Answers

1 cocoa Ghana exports
2 cocoa Brazil exports
3 Ivory Coast exports
4 cocoa Russia imports
5 chocolate company
6 shop
7 cocoa farmer

3

Sample answers

Ghana exports 15% of the world's cocoa.
Brazil exports 8% of the world's cocoa.
Ivory Coast exports nearly half the world's cocoa.
The USA imports around 900,000 tonnes of cocoa per year.
Russia consumes about 150,000 tonnes of cocoa per year.
A bar of chocolate costs £1 in the UK / in UK shops.
About half this money is for the chocolate company.
More than a fifth of this money / cost is for the shop.
(Only) seven pence per pound is for the cocoa farmer. / The cocoa farmer gets / earns (only) seven pence per pound.

TASK 3 Practising saying numbers

1 and 2 4.4

Answers

1 19%: nineteen per cent; nearly / almost twenty per cent; about / around / approximately / nearly / almost a fifth / one in five
48%: forty-eight per cent; about / around / approximately / nearly / almost 50 per cent; about / around / approximately / nearly / almost (a) half
51%: fifty-one per cent; (just) over 50 per cent; more than 50 per cent; (just) over (a) half; more than (a) half; about / around / approximately 50 per cent; about / around / approximately (a) half
66%: sixty-six per cent; about / around / approximately / nearly / almost two-thirds
75%: seventy-five per cent; three-quarters
99%: ninety-nine per cent; about / around / approximately / nearly / almost 100 per cent; nearly / almost all

3 4.5

Answers

- | | |
|------------------------------|-----------------------------|
| 1 3% | 4 around 5% |
| 2 $\frac{2}{3}$ / two-thirds | 5 $\frac{1}{2}$ / half |
| 3 about 100,000 | 6 $\frac{1}{4}$ / a quarter |

4

Sample answers

The USA consumes nearly 900,000 tonnes of cocoa per year.
Russia consumes about 150,000 tonnes of cocoa per year.
Ivory Coast exports 46% of the world's cocoa.
Malaysia exports 4% of the world's cocoa.
Cocoa farmers get seven pence per bar of chocolate in the UK.
The UK government tax on a £1 bar of chocolate is 15p.

TASK 4 Referring to charts in presentations

1 and 2 4.2

Answers

- 1 All the phrases are used.
2 1 b 2 a 3 c

TASK 5 Presenting data with charts

1

Answers

The first two charts show the main exporters and importers of cotton in the world. The third chart shows the breakdown of a cost of a pair of jeans in the UK. Students can supplement this answer with specific examples from each chart.

4B Reading Textbooks (4)

TASK 1 Recognizing types of data presentation

1

Answers

- | | |
|-------------|---------|
| 1 pie chart | 3 table |
| 2 bar chart | 4 graph |

2

Answers

- 1 table
2 graph
3 pie chart / bar graph

TASK 2 Using a graph to understand a text

1

Answers

Gives numbers and factual information: both
Shows change over a period of time: graph
Explains the reasons for changes: text
Presents information visually: graph

2

Answers

- 1 January / April / July / October / January / April
2 sixteen months
3 no
4 (US) Dollars
5 higher

3

Answers

- 1 buys and sells
2 world market
3 minimum price / cocoa
4 higher
5 receive
6 thirteen
7 six
8 local community

4

Answers

Text: 1, 8
Graph: 4, 6, 7
Both: 2, 3, 5

TASK 3 Using numbers to focus on meaning

1 and 2

Answers

- 1 a
- 2 1993: the year Kuapa Kokoo began
50,000: the number of cocoa growers in Kuapa Kokoo
- 4: the average size of a farm in Ghana, in hectares
35,000: the number of tonnes of cocoa produced by Kuapa Kokoo growers / members in 2008
- 5%: the percentage of Ghana's total cocoa production produced by Kuapa Kokoo growers / members in 2008
- 27%: the percentage of Kuapa Kokoo growers' cocoa sold to the Fairtrade market from 2008 to 2009
- 300: the number of Fairtrade products which contain Kuapa Kokoo beans

TASK 4 Practising the past simple

1

Answers

- | | |
|----------|------------|
| 2 lived | 6 made |
| 3 began | 7 received |
| 4 sold | 8 grew |
| 5 bought | |

2

Answers

- | | |
|------------|------------|
| 1 is | 7 are |
| 2 exported | 8 began |
| 3 sold | 9 has |
| 4 have | 10 works |
| 5 grew | 11 receive |
| 6 was | |

TASK 5 Understanding the history of a company

1

Answers

In December 1998, Divine sold its first chocolate bar.
In January 2007, Divine became a limited company.
In February 2007, Divine exported / began exporting its products to the USA.
In 2014, Divine produced 50 different types of chocolate bars.
(Now / Today) Customers around the world can buy the chocolate in Europe, North America, Asia, and Australia.

4C Writing (1) Sentences about data

TASK 1 Writing numbers accurately

1

Answers

- 32°: temperature
75%: percentage
30 km/h: speed
\$23m: currency
60,000,000: population
4 cm: length
4,001,965 km²: area
020 8675 4658: phone number

TASK 2 Practising simplifying numbers

1

Answers

- | | |
|---------------|-----------------|
| 1 Most | 4 Over, a fifth |
| 2 Nearly | 5 two thirds |
| 3 Some, A few | |

TASK 3 Reporting data

1

Sample answers

About a sixth of British people take at least three holidays per year.
About two thirds of British people have a holiday in the UK.
About half of British people have a holiday abroad.
Two fifths of British people have holidays both in the UK and abroad.
Just over a third of British people book their holiday a few months in advance.

4C Writing (2) A description of a chart

TASK 1 Analysing a description of a chart

1

Answers

- no
- The seven countries which produce between one and two million cars per year (Russia, Mexico, France, Spain, the UK, Czech Republic, Canada).
- The numbers in the chart are exact, while those in the description are rounded, i.e. approximate.

2

Answers

- 1 b 2 a 3 c 4 d

TASK 2 Planning a description of a chart

1

Answers

- the title
- ten
- 6,226,752: six and a quarter million / over six million
3,748,150: about three and three quarter million
1,484,042: nearly one and a half million
1,423,066: nearly one and a half million
1,388,574: about one point four million
1,191,807: just over a million / nearly one point two million
878,473: nearly nine hundred thousand
813,272: over eight hundred thousand
495,682: nearly half a million
439,499: nearly four hundred and fifty thousand
- The following countries have similar numbers: Thailand, Canada, and Japan (around 1.5 million); Mexico, India, and Brazil (around 1 million); Turkey and Spain (around 0.5 million).
- The USA and China are more important. The USA is the most important.

2

Answers

- worldwide commercial vehicle production / the ten largest commercial vehicle producers
- ten
- The USA / America
- 3,748,150 / about three and three quarter million
- Mexico; about / around / over / more than
- one and a half / one point five

4D Vocabulary

TASK 1 Nationality suffixes

1

Answers

- | | |
|------------|-----------------|
| 1 British | 6 Spain |
| 2 German | 7 Indonesian |
| 3 American | 8 Turkey |
| 4 Canadian | 9 Australian |
| 5 Chinese | 10 Saudi Arabia |

TASK 2 Identifying collocations

1

Answers

- | | |
|---------|-------------|
| 2 money | 4 a country |
| 3 food | 5 a company |

2

Answers

- | | |
|-----------|----------|
| 1 exports | 4 visit |
| 2 spends | 5 manage |
| 3 grows | |

TASK 3 Presentations with charts

1

Answers

- | | |
|-----------|----------|
| 1 look at | 4 shows |
| 2 Moving | 5 is |
| 3 see | 6 Notice |

4E Academic Language Check

TASK 1 Data: Numbers, fractions, and quantifiers

1

Answers

- | | |
|-----------------|-----------------|
| 1 33,000,000 | 5 45% |
| 2 $\frac{1}{2}$ | 6 95% |
| 3 3,500,000 | 7 $\frac{1}{4}$ |
| 4 10,000,000 | |

2

Answers

- | | |
|--------------|------------------|
| 1 two thirds | 5 three quarters |
| 2 A few | 6 Nearly a third |
| 3 Most | 7 a half |
| 4 A fifth | 8 two fifths |

TASK 2 Talking about events in the past

1

Answers

- | | |
|-------------------------|-----------|
| 1 began | 7 bought |
| 2 received | 8 built |
| 3 started | 9 was |
| 4 didn't / did not have | 10 rented |
| 5 joined | 11 paid |
| 6 sold | |

UNIT 5 Design

ACADEMIC FOCUS: DEFINING AND EXPLAINING

DISCUSSION

2

Answers

- | | |
|----------|-----------|
| 1 small | 5 fast |
| 2 narrow | 6 quiet |
| 3 modern | 7 plastic |
| 4 white | |

3

Sample answer

The picture shows an example of a Japanese bullet train, called a Shinkansen. The front is shaped like a long thin triangle, so it is very aerodynamic. It looks very fast.

5A Listening & Speaking Lectures (2)

TASK 1 Identifying the main points of a lecture

1

Sample answers

The bird is blue with a long narrow beak.
The bird and the train are both aerodynamic.
The bird has a long pointed shape, and so does the train.
Both the bird and the train move quickly.

2  5.1

Answers

- 1 defines the word *biomimetics*
- 2 gives an example of biomimetic design
- 3 explains why the Shinkansen train is similar to a kingfisher

TASK 2 Taking notes with a mind-map

1 and 2

Answers

- 1 'Biomimetics is the scientific study of design in nature and its application in the design of man-made objects. In other words, an engineer or an architect can get ideas for new buildings by studying design in the natural world. Let me explain by giving you a famous example ...'
- 2 The type of words not written down: linking language (e.g. *In other words*); articles (*the / a*); other words which are not necessary or are not main points (e.g. examples).

3 and 4  5.2

Sample answer

- 3 Japanese bullet train 'Shinkansen': good example of 20th C. engineering & biomimetic design
Very fast (c.300 kph); carries 150+ m. people/yr; 100% safety record

TASK 3 Practising defining and explaining with examples

1 and 2  5.4

Answers

- 1 c - definition
- 2 a - explanation
- 3 b - example

3  5.5

Answers

- | | |
|------------------|------------------|
| 1 is a | 4 Let me explain |
| 2 In other words | 5 a good example |
| 3 For example | |

5B Reading Textbooks (5)

TASK 1 Identifying the main purpose of a text

3

Answer

b

4

Answers

1 T 2 F 3 T 4 T

TASK 2 Practising definitions, explanations, and examples

1

Answers

in other words: b

in particular: b

is a good example of: c

means: a

such as: c

refer to: a

relates to: a

2

Answers

Definition: 1, 4

Explanation: 2, 6

Example: 3, 5

3

Answers

1 relates to

3 In particular

2 In other words

4 a good example

TASK 3 Understanding academic terms

1

Answer

ergonomics

2 and 3  5.6

Answers

2 2 biblio

5 psycho

3 geo

6 chrono

4 socio

7 physio

TASK 4 Taking notes on definitions in a text

1

Answers

1 Psychological

2 Sociological

2

Answers

1 b 2 f 3 a 4 e 5 d 6 c

TASK 5 Critical thinking - responding to ideas in a text

1

Answers

1 e 2 f 3 g 4 h 5 a 6 b 7 c 8 d

5C Writing (1) Definition sentences

TASK 1 Understanding the structure of definitions

1

Suggested answers

- 1 A Kevlar® helmet is a special hat for people in the military or police, and it keeps their head safe.
- 2 A Mini is a small car for people to drive, especially in towns.
- 3 Bricks and cement are materials for builders to construct buildings.
- 4 A telecommunications satellite is an instrument in space for sending and receiving phone messages.

2

Answers

2 type

6 part

3 study

7 university

4 process

8 company

5 software

TASK 2 Practising definitions with prepositional phrases

1

Answers

- 2 a type of hard material
- 3 the study of the human mind and behaviour
- 4 the process of turning light into energy
- 5 computer software for designing products
- 6 part of the design process
- 7 a famous university in Cambridge, USA
- 8 a global communications company with satellites in space

2

Answers

A degree is a type of academic qualification.
Robots are intelligent technology for helping humans.
Customer research is part of the design process.
Google is a search engine on the internet.
Spiders are animals with eight legs.

3

Sample answers

- 1 Smartphones are devices for communicating with other people.
- 2 Economics is the academic study of how money, business, and industry are organized.
- 3 Plastic is a material for making things.
- 4 A tablet computer is a device for communicating with people and browsing the internet.
- 5 Disney is a company in the entertainment industry.

5C Writing (2) A definition paragraph

TASK 1 Analysing a definition paragraph

1

Answers

- 1 creating and communicating product ideas
- 2 make accurate designs and share their plans
- 3 to design 2D and 3D plans of buildings and calculate accurate measurements
- 4 show their plans and make immediate changes

2

Answers

- 1 b 2 c 3 a

TASK 2 Practising structuring a definition paragraph

1

Answers

- 1 Remote manufacturing is the process of designing and manufacturing a product in different locations.
- 2 Using CAD software, designers can send their designs across the world for manufacture.
- 3 In book publishing, the editors and designers might work in Oxford, but the process of printing is in Hong Kong.

2

Sample answer

Remote manufacturing is the process of designing and manufacturing a product in different locations. In other words, using CAD software, designers can send their designs across the world for manufacture. For example, in book publishing, the editors and designers might work in Oxford, but the process of printing is in Hong Kong.

5D Vocabulary

TASK 1 Word order: Adjectives

1

Answers

- 1 Kevlar is a hard material.
- 2 ASIMO is a short, white robot.
- 3 Thermosetting plastic is a modern, heat-resistant material.
- 4 An integrated circuit is a small, square piece of technology.
- 5 Kingfishers have long, narrow beaks.
- 6 Time Warner is a large, global media company.

TASK 2 Vocabulary-building: Verbs and nouns

1

Answers

- | | |
|------------|------------|
| 1 A N, B V | 4 A N, B V |
| 2 A V, B N | 5 A N, B V |
| 3 A N, B V | |

TASK 3 Prepositions

1

Answers

- | | |
|------|----------|
| 1 by | 6 with |
| 2 of | 7 to |
| 3 at | 8 of |
| 4 to | 9 from |
| 5 of | 10 about |

2

Answers

- a verb + preposition: 1, 3, 4, 7, 9
a noun + preposition: 2, 5, 6, 8, 10

5E Academic Language Check

TASK 1 Definitions, explanations, and examples

1

Answers

- | | |
|--------------|-----------|
| 1 refers | 4 is |
| 2 example | 5 such as |
| 3 particular | |

2

Answers

- 1 d 2 b 3 e 4 h 5 a 6 g 7 c 8 f

3

Answers

- 1 The Greek word *ergon* relates to 'work' and 'organization'.
- 2 Kevlar has many useful features. In particular, it's a strong material.
- 3 CAD software is for creating new products. In other words, you can use it for design.
- 4 Ergonomic design refers to design for human use, for example, the modern keyboard.

UNIT 6 Change

ACADEMIC FOCUS: DESCRIBING CHANGES AND TRENDS

6A Listening & Speaking

Lectures (3)

TASK 1 Reading to prepare for a lecture

1

Sample answers

Clearly, the first picture shows *the young*, i.e. babies and young children who are too young to work. The second picture shows *homemakers* – people of working age who are doing housework. This group is of working age but is not considered by economists to be part of the working population. In the third picture, *schoolchildren and students*, these people are preparing to work by studying, but again are not yet part of the working population. Picture four shows the *employed*, and picture five the *self-employed*, both groups being part of the working population. Next are the *armed forces*, who again are part of the working population. Picture seven shows the *unemployed*, who are part of the working population; although they are not working they are (typically) looking for work. Finally, *retired people* are not part of the working population.

2

Sample answers

Working population (people of working age)	Dependent population (people who are supported by the working population)
the employed	students
the self-employed	retired people
the armed forces	unemployed people who do not want to work
the unemployed	

The text does not mention children or homemakers, though these can be considered part of the dependent population.

TASK 2 Listening for the language of trends

1 6.2

Answers

Graph A shows Brazil.
Graph B shows Spain.

2

Answers

Up: increase, rise, go up
Down: decrease, fall, go down

3 6.3

Answers

2 is decreasing 5 is going down
3 is rising 6 is falling
4 is going up

TASK 3 Practising the present progressive

1

Answers

2 is rising 6 is falling
3 are returning 7 are changing
4 aren't / are not starting 8 aren't / are not offering
5 are continuing

2

Answers

1 is increasing
2 rises
3 is going up
4 aren't offering
5 doesn't always mean
6 are returning
7 don't understand
8 is, going up
9 do, increase

TASK 4 Talking about your country's economy

2 6.5

Answers

1 Unemployment
2 Why
3 Because the population

TASK 1 Understanding the main trend in a graph

1 and 2

Answers

- 2 1 X-axis (horizontal) has time, i.e. years from 1000 to 2050. Y-axis (vertical) has quantity, i.e. population in millions from zero to 10,000 million (= 10 billion).
 2 up
 3 faster

TASK 2 Practising time, place, and quantity phrases

1

Answers

In 1804 the world population was one billion. By 1927 there were two billion people. Then, from the 1930s to the 1960s it increased by another billion. Now the world population is around seven billion and experts think it will increase to 9 billion by the middle of this century.

Referring to time: in 1804, by 1927, from the 1930s, to the 1960s, by the middle of this century

Referring to place: none

Referring to quantity: by another billion, to 9 billion

2

Answers

- 2 d 3 b 4 e 5 a 6 f

3

Answers

- | | |
|--------|---|
| 1 In | 4 to |
| 2 By | 5 by (<i>in</i> is also possible here) |
| 3 from | 6 in |

TASK 3 Understanding changes and trends described in a text

1 and 2

Answers

- 1 T (In the 18th century, the world's population started to grow)
- 2 F (The population explosion started in Europe)
- 3 T (The quality of housing and medicine went up)
- 4 F (now, in some European countries, ... birth rates are falling)
- 5 T (Around 4 billion people, over 60% of the world's population, currently live in Asia)
- 6 T (China and India together have about 37% of the world's population)
- 7 F (Africa follows with 1 billion people ... while Europe has about 750 million people)
- 8 F (the populations of Asia and Africa will grow ... the population of Europe will probably go down)

TASK 4 Practising the language of trends

1 and 2

Answers

- 1 2 went up / past simple - an event in the past
 - 3 rose / past simple - an event in the past
 - 4 stayed the same / past simple - an event in the past
 - 5 are falling / present progressive - a change in progress
 - 6 grows / present simple - a state
 - 7 will grow / *will* + infinitive - a prediction
 - 8 will go down / *will* + infinitive - a prediction
 - 9 will reach / *will* + infinitive - a prediction
- 2 1 has
 2 increased
 3 will reach
 4 will fall
 5 is growing
 6 live
 7 will rise
 8 will fall

3

Sample answers

- 1 is about 1.2 billion / is going up
- 2 rose / went up / increased from about 350 million to one billion
- 3 will be / will reach 1.5 billion
- 4 was 500 million
- 5 is about 650 million
- 6 will be nearly 500 million / over 400 million / around 450 million

6C Writing (1) Sentences about trends

TASK 1 Understanding sentences about trends

1 and 2

Answers

- 1 a inflation
b population
c tax
d exchange rate
e unemployment
- 2 1 b (population)
2 a (inflation)
3 d (exchange rate)
4 e (unemployment)
5 c (tax)

TASK 2 Practising verb + adverb to describe trends

1

Answers

- 1 The number of people living in the countryside goes down slightly every year.
- 2 The overall cost of living is increasing rapidly these days, so people are spending less on the shopping.
- 3 The euro is rising steadily against the dollar and one euro equals about one dollar thirty today.
- 4 The number of people without work will fall quickly next year, according to many experts.
- 5 The government didn't add anything to cigarettes last year, so the price stayed the same.
- a 3 b 2 c 5 d 4 e 1

2

Answers

- b Population growth
c Exchange rate
d Unemployment rate

3

Answers

- 1 rose, and then fell
2 went up slowly
3 went down slightly
4 stayed the same
5 decreased steadily

6C Writing (2) A description of a graph

TASK 1 Analysing a description of a graph

1

Sample answers

Title of graph: Self-employed people in the UK (2008-12)
Number of years: Five
Number for each year: 2008: 3.8 million; 2009: 3.7 million; 2010: 3.9 million; 2011: 4.0 million; 2012: 4.2 million
Overall trend for self-employment in the UK: upward / it is going up steadily
Possible reasons for this trend: it's easier to start up your own business; it may be more tax-efficient

2

Answers

a 3 b 1 c 2 d 4 e 5

TASK 2 Practising adjectives and adverbs to describe trends

1

Answers

The graph shows the number of self-employed people in the UK between 2008 and 2012. Overall, there was a large growth in the number of self-employed people. In 2008 there were 3.8 million self-employed people and this figure fell slightly in 2009. However, there was a steady increase in 2010 and the number rose steadily in 2011 and again in 2012. Experts think the trend for self-employment will continue to go up as more people work from home and start their own business.

2 and 3

Answers

- 2 Words which can be verbs and nouns: increase, decrease, fall, climb, rise. Note that *reach* can be a noun, but has a different meaning from the verb *reach* in the context of trends.
- 3 1 decrease
2 slowly
3 rapidly
4 steady
5 fell
6 rise

4

Answers

- 1 steady fall 3 slight rise
2 rapid decrease

6D Vocabulary

TASK 1 Vocabulary-building: Word forms

1

Answers

- | | |
|-------------|----------------|
| 1 employs | 5 Unemployed |
| 2 employees | 6 employed |
| 3 employers | 7 Unemployment |
| 4 Employed | 8 employment |

TASK 2 Trends

1 and 2

Answers

- ↑ climb, go up, grow, increase
↓ decrease, fall, go down
→ stay the same
- Noun forms: a climb, a decrease, a fall, an increase

TASK 3 Economic terms

1 and 2

Answers

- | | |
|-----------------|--------------|
| 1 1 inflation | 4 population |
| 2 exchange rate | 5 tax |
| 3 unemployment | |

6E Academic Language Check

TASK 1 Present progressive, present simple, past simple, *will*

1 and 2

Answers

- 1 is falling
2 gets
3 are staying
4 means
5 is going up
6 don't understand
7 is, rising
8 do, pay
- 1 invested
2 had
3 lost
4 are putting
5 are growing
6 will continue
7 has
8 will become

TASK 2 Prepositional phrases

1

Answers

- | | |
|--------|--------|
| 1 In | 5 In |
| 2 from | 6 from |
| 3 to | 7 to |
| 4 by | 8 by |

2

Answers

- 1 T 2 T 3 T 4 Q 5 P 6 Q 7 Q 8 T

TASK 3 Adverbs and adjectives

1

Answers

- | | |
|---------------------|----------------------|
| 1 a slight decrease | 4 increases slightly |
| 2 a slow rise | 5 a steady climb |
| 3 grew rapidly | |

UNIT 7 Resources

ACADEMIC FOCUS: UNDERSTANDING FACT AND OPINION

DISCUSSION

2

Answers

- | | |
|--------------|-----------------------|
| 1 wood | 5 hydroelectric power |
| 2 biofuel | 6 natural gas |
| 3 coal | 7 oil |
| 4 wave power | 8 solar power |

3

Answers

Renewable: wind power, wood, biofuel, wave power, hydroelectric power, solar power

Non-renewable: coal, natural gas, oil

7A Listening & Speaking Seminars (1)

TASK 1 Reading to prepare for a seminar

1

Answer

The diagram shows how nuclear power works.

2

Answers

- gives information about nuclear energy: 2
describes how a nuclear power station works: 1
gives information about nuclear waste: 3

3

Answers

- 1 uranium
- 2 electricity
- 3 fossil fuel
- 4 CO₂
- 5 nuclear
- 6 land and water

TASK 2 Understanding facts and opinions in a seminar

1 ▶ 7.1

Answers

- 1 a, b 2 b, c 3 a, b 4 b, c

2 ▶ 7.1

Answers

- | | |
|-------------|--------------|
| 1 1, 8 | 6 1986, 2011 |
| 2 cleaner | 7 10 |
| 3 safe | 8 renewables |
| 4 energy | 9 can't |
| 5 dangerous | |

3

Answers

- 2 F / O (Nuclear power doesn't produce CO₂ - this is a fact. However, it's an opinion that it's cleaner than fossil fuels, because nuclear power produces other types of waste.)
- | | |
|-----|-----|
| 3 O | 7 F |
| 4 O | 8 F |
| 5 O | 9 O |
| 6 F | |

TASK 3 Practising the language of discussion

1 ▶ 7.1

Answers

- The textbook says ... **Tutor**
I agree. **Adam**
I also think ... **Adam**
What do you think? **Tutor**
Do you agree with ...? **Tutor**
In my opinion ... **Travis**
Yes, but ... **Adam**
I don't agree that ... **Travis**
There are famous examples of ... **Travis**

7B Reading Textbooks (7)

TASK 1 Understanding factual information in a text

2

Answers

1 d 2 b 3 e 4 c 5 a

3

Answers

2 e 3 b 4 a 5 c

4

Sample answers

100: the Sun provides 100 watts of solar power per square metre of ground

70: Iceland produces 70% of its electricity from hydroelectricity

2: large numbers of wind turbines produce 2W (watts) of electricity per square metre

5: in the UK, more than 5% of electricity is produced by wind farms

11: countries with long coastlines (e.g. the UK) can produce around 11 kWh of tidal power per person per day

50: in the USA, more than 50% of corn is used for ethanol production

TASK 2 Practising the present simple passive

1

Answers

- 1 Rainwater is stored behind a dam.
- 2 It is used to turn turbines.
- 3 More than 5% of the UK's electricity is now produced by wind farms.
- 4 Biofuels are used in transportation.
- 5 Some plants are also burned in thermal power stations.

2

Answers

- | | |
|---------------|---------------|
| 1 is used | 6 provides |
| 2 turns | 7 is called |
| 3 generates | 8 produces |
| 4 are located | 9 is fixed |
| 5 are built | 10 are driven |

TASK 3 Noticing features of text types

1

Answers

- | | |
|----------|----------|
| a Text 2 | c Text 2 |
| b Text 3 | d Text 3 |

2

Sample answers

gives a strong opinion about the use of nuclear energy: 3

gives more facts about different fuels: 2

would you use to support your opinion in a seminar discussion: 2

3

Answers

several passive forms: Text 2 has 6 passive and 11 active; Text 3 has 17 active and no passive forms

all active forms: Text 3

accurate names, dates, and figures: Text 2

personal opinions: Text 3

contracted forms: Text 3

more adjectives: Text 2 has about 3; Text 3 has about 8

informal punctuation: Text 3

TASK 4 Distinguishing between fact and opinion

1

Answers

- | | |
|------------|-------------------|
| 1 is | 5 I think |
| 2 reliable | 6 ugly, beautiful |
| 3 1994 | 7 6 out of 10 |
| 4 20 | 8 aren't |

2

Answers

1 F 2 F 3 F 4 F 5 O 6 O 7 F 8 O

7C Writing (1) Sentences about processes

TASK 1 Describing steps in a process

1

Answers

- | | |
|-------------|-----------|
| 2 drive | 6 burn |
| 3 transform | 7 connect |
| 4 combine | 8 grow |
| 5 build | |

TASK 2 Practising passive sentences

1

Answers

- | | |
|----------------|------------------|
| 2 are combined | 6 are grown |
| 3 are driven | 7 is burnt |
| 4 is connected | 8 is transformed |
| 5 are built | |

2

Answers

- | | |
|------------------------|------------------|
| 2 are driven | 6 are connected |
| 3 are combined | 7 is transformed |
| 4 is burnt / is burned | 8 is grown |
| 5 are built | |

3

Sample answers

- First, a wind turbine is built on the roof.
- Next, the turbine is connected to the house.
- The wind energy is then transformed into electricity.

TASK 3 Evaluating a process

1

Answers

- It's a very easy way to cook.
- This type of energy is cheap in countries with many rivers and lakes.
- They are more expensive than turbines on land.
- This process is a complex part of the lifecycle of the natural world.
- The gas smells, but it is a safe process.
- Carbon dioxide is one of the most dangerous of these.
- They are probably the country's most important product.

2 and 3

Answers

- 2 2 f 3 c 4 a 5 d 6 h 7 g 8 e

7C Writing (2) A description of a process

TASK 1 Analysing a paragraph about a process

1 and 2

Answers

- 1 in hot countries
- 2 the sun
- 3 when it is hot

3

Answers

- Sentence 1: c to introduce the topic of the paragraph
 Sentence 2: a to introduce the diagram
 Sentences 3, 4, and 5: d to describe the steps in the process
 Sentence 6: b to give an evaluation

TASK 2 Practising describing a process

1

Answers

- Then, it is used to turn the turbines. 4
 Hydroelectric power stations are often built in regions with high mountains, rivers, and lakes. 1
First of all, rainwater is stored behind a dam. 3
 This diagram shows how the process works. 2
Overall, hydroelectric power stations are expensive to build, but the energy is renewable and cleaner than fossil fuels. 6
When the turbines turn, electricity is generated and, finally, it is transferred to power lines. 5

2

Answers

- | | |
|----------------|--------------|
| 1 First of all | 4 finally |
| 2 When | 5 In general |
| 3 then | |

TASK 3 Writing a description of a diagram

1

Answers

- 1 solar PV panel(s)
- 2 battery / batteries
- 3 an inverter

7D Vocabulary

TASK 1 Resources

1

Answers

- | | |
|-----------------|-----------|
| 1 biofuel | 6 wave |
| 2 Wind | 7 gas |
| 3 hydroelectric | 8 Nuclear |
| 4 oil | 9 Solar |
| 5 Wood | 10 Coal |

TASK 2 Vocabulary-building: Adjectives

1 and 2

Answers

- 1 dangerous
 - 2 expensive
 - 3 reliable
 - 4 beautiful
 - 5 noisy
 - 6 useful
- 2 dangerous - safe
 - 3 expensive - cheap
 - 4 reliable - unreliable
 - 5 beautiful - ugly
 - 6 noisy - quiet
 - 7 useful - useless

7E Academic Language Check

TASK 1 Giving and supporting opinions, agreeing / disagreeing

1

Answers

- | | |
|------------|---------|
| 1 opinion | 6 what |
| 2 examples | 7 Yes |
| 3 agree | 8 says |
| 4 with | 9 don't |
| 5 think | |

TASK 2 Describing facts and processes

1 and 2

Answers

- 1 Solar panels are heated
 - 2 Hydroelectricity is generated
 - 3 Turbines are designed
 - 4 Sea water is moved
 - 5 Plants are grown
- 2 heats solar panels
 - 3 generates hydroelectricity
 - 4 design turbines
 - 5 moves sea water up and down
 - 6 grow plants for food but also for biofuels

TASK 3 Describing steps in a process

1

Answers

- | | |
|----------------|-----------|
| 1 First of all | 4 Finally |
| 2 Then | 5 Overall |
| 3 When | |

UNIT 8 Impact

ACADEMIC FOCUS: UNDERSTANDING CAUSE AND EFFECT

DISCUSSION

1

Sample answers

Students could suggest any of the adjectives, though *peaceful* and *quiet* are more difficult to argue for.

2

Sample answers

Positive: clean, exciting, healthy, interesting, peaceful, refreshing, relaxing

Negative: boring, crowded, noisy, polluted, stressful, unhealthy

Both: busy, quiet

3

Sample answers

a bus driver: (as example) It can be positive for a bus driver because the tourists bring extra work.

a hotel owner: It is positive because more tourists mean more business.

a local resident: It can be negative because the number of tourists may cause noise, pollution, and overcrowding.

a shop owner: It is positive because tourists will probably spend money in the local shops.

an unemployed person: It can be positive because tourism creates jobs, so the unemployed have more opportunities to find work.

8A Listening & Speaking

Seminars (2)

TASK 1 Reading a text to prepare for a seminar

1

Answers

1 both

2 economic, social, environmental

2

Answers

2 'The town is always crowded and the shops are more expensive.': Economic / Social

3 'When I was a child there was a beautiful forest next to the sea. Now it's all concrete.': Social / Environmental

4 'I left the town years ago, but I'm moving back here to open a restaurant.': Economic

5 'It's expensive for the local council to clean up the litter on the beach.': Economic / Social / Environmental

6 'Nowadays you can get a bus late at night, so I don't have to pay for a taxi home.': Economic / Social

TASK 2 Taking notes in a seminar

1 8.1

Answers

1 money

5 facilities

2 business

6 expensive

3 people

7 parks

4 jobs

8 pollution

TASK 3 Practising describing cause and effect

1

Answers

1 Business owners employ more people and this produces more jobs.

2 New facilities for tourists lead to better leisure facilities for local people.

3 Millions of tourists travelling by air causes global pollution.

4 Trees and parks for tourists also create a better environment for locals.

5 Many tourists drive to the coast This leads to traffic problems.

6 Tourists want hotels on the beaches This produces an ugly coast.

2

Answers

- | | |
|--------------|------------|
| 2 income | 7 money |
| 3 businesses | 8 income |
| 4 more | 9 economic |
| 5 employment | 10 growth |
| 6 spend | |

3 and 4

Answers

- 3 creates, leads to, produces, causes

TASK 4 Expressing possibility

1 and 2 8.3

Answers

- 1 could, may
 - 2 might, may
 - 3 could, might
- 2 The modal verbs are followed by the main verb in the infinitive form, e.g. *lead to*.

TASK 5 Practising modal verbs

1

Sample answers

- 1 Business owners employ more people and this could produce more jobs.
- 2 New facilities for tourists may lead to better leisure facilities for local people.
- 3 Millions of tourists travelling by air could cause global pollution.
- 4 Trees and parks for tourists may also create a better environment for locals.
- 5 Many tourists drive to the coast. This might lead to traffic problems.
- 6 Tourists want hotels on the beaches. This could produce an ugly coast.

2

Sample answers

When tourists visit a city, they might spend more money. This could create more income for tourist businesses. More business may lead to more employment and local people might spend more money. This may produce income for other businesses. More income could cause economic growth.

TASK 6 Participating in a seminar

1 and 2

Answers

- 1 Positive points: beautiful beaches; a lot of UK tourists visit in summer; some good hotels, restaurants, and leisure facilities
Problems: most facilities are closed for 6+ months per year; 3 hours from an airport / London

8B Reading Textbooks (8)

TASK 1 Critical thinking - evaluating your impact

1-3

Sample answers

- 3 Visiting ancient places, monuments, or museums: erosion of stone; overcrowding; increase in traffic (negative)
Doing organized sporting and leisure activities (e.g. skiing, snorkelling): opportunities for young people to work as guides and sports instructors (positive); pollution of water; damage to local environment (negative)
Watching cultural events (e.g. festivals, religious ceremonies): better understanding of local cultures; benefits to local cultures including financial (positive); threats to the 'purity' of traditional events (negative)
Visiting local shops or markets: increased business for local traders; job opportunities (positive); overcrowding (negative)
Relaxing (e.g. reading, swimming, watching TV or films): quiet enjoyment of local surroundings (positive); limited benefit to local economy; isolated from other people (negative)

TASK 2 Identifying the purpose of a paragraph

1

Answers

- a 2 b 1 c 3

2

Answers

- 2 g 3 e 4 a 5 h 6 b 7 c 8 d

3 and 4

Answers

- 3 1 cause
- 2 effect
- 3 cause
- 4 effect
- 5 effect
- 6 cause
- 7 effect

4 However, tourism can also lead to the disruption of the traditional way of life. Due to the growth of tourism in some countries, many local people have left farming in the countryside. These have often been younger adults, who have moved to cities or tourist resorts to work and have left the older population behind. Traditional communities in the countryside may disappear because of tourism.

Many long-haul tourist destinations are in the less economically developed world (LEDW) and the traditional ways of life of the people who live there are interesting to many visitors from countries in the more economically developed world (MEDW). In places such as the Maldives (photo A), for example, tour companies organize excursions to local villages. Tourists spend a lot of money to watch local people perform traditional dances and religious ceremonies (photo B). Local people have more money as a result of these visits. However, some people think this kind of tourism produces a negative social impact, due to a devaluation of the local culture and its religious beliefs.

TASK 3 Practising identifying the cause

1 and 2

Answers

- 1 There is more overseas tourism due to cheaper air travel.
- 2 Because of more people having cars, there is less public transport.
- 3 More aeroplanes cause noise pollution for people living near the airport.
- 4 There are fewer tourists in winter as a result of the cold weather.
- 5 Tourists meeting local people leads to sharing cultural ideas.
- 6 Due to mobile phone technology, communication has become faster.
- 7 There is more air pollution because of more industrialization.
- 8 An increase in overseas visitors creates a need for foreign language training.
- 9 As a result of colder summers, there are fewer tourists.

Sentences 1, 2, 4, 6, 7, and 9 introduce the cause with a preposition. Note: although *lead to* contains a preposition (*to*), this is considered to be part of the verb (as with the verb *look at*), rather than part of a prepositional phrase.

TASK 4 Taking notes on cause and effect in a text

1 and 2

Sample answers

- 1 more opportunities for sport and entertainment
- 2 meet and learn
- 3 young adults move to cities or tourist resorts
- 4 traditional communities may disappear
- 5 cultural events in Maldives
- 6 devaluation of local culture and religious beliefs

TASK 5 Recognizing cause and effect in a text

1

Answers

Types of impact: pollution, such as air and noise pollution (negative); on resources, e.g. water, land, and energy (negative).

2

Answers

- 1 The subject of the sentence is the cause. The verb is in the active form.
- 2 The subject of the sentence is the effect. The verb is in the passive form.

TASK 6 Practising active and passive forms

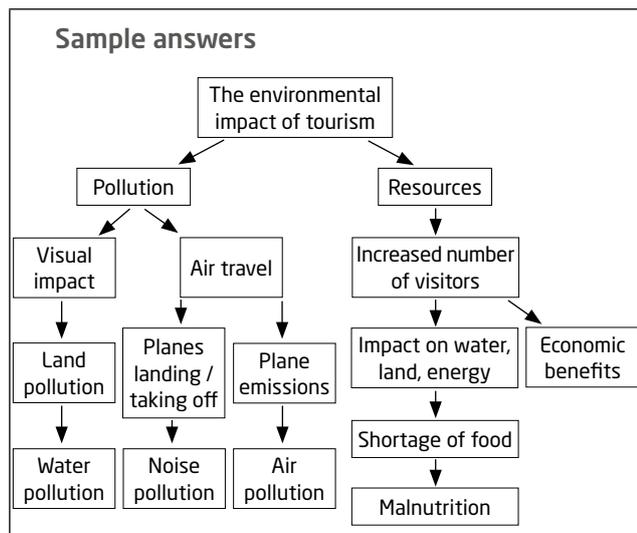
1

Answers

- 1 noise pollution E / planes landing and taking off C - verb: is produced = passive verb
- 2 increase in tourism C / other types of pollution E - verb: can [also] mean = active verb
- 3 local resources E / tourism C - verb: are [also] affected by = passive verb
- 4 impact on water, land, and energy E / increased number of visitors C - verb: is [often] caused by = passive verb
- 5 locally-produced food goes to tourist islands C / a shortage of food on some islands E - verb: As a result of (this) = preposition

TASK 7 Organizing information with a flowchart

1



2

Sample answer

A flowchart is a useful way of presenting information as it gives a short visual summary which is easy to refer to.

8C Writing (1) Cause and effect sentences

TASK 1 Comparing cause and effect sentences

2

Answers

The travel industry is changing. ¹As a result of online selling, more people travel abroad. ²Nowadays tourists may find cheaper tickets and better deals due to the competition between travel websites. ³Online selling also leads to easier booking of flights and hotels. ⁴Overall, the increase in travel is caused by the growth of internet sales. ⁵However, traditional high street travel agents are closing because of many more online bookings.

3

Answers

- 1 Sentences 1, 2, 5
- 2 Sentence 4
- 3 Sentence 3

TASK 2 Practising cause and effect sentence patterns

1 and 2

Sample answers

- 1 Cheap travel websites produce / do not produce more tourists.
- 2 Air pollution is (not) caused by better transport links.
- 3 Train travel creates / does not create a smaller carbon footprint.
- 4 Noise pollution is (not) produced by tourist facilities such as bars and nightclubs.
- 5 New employment opportunities are (not) created by tourism.

3

Answers

- 1 More tourists are (not) produced by cheap travel websites.
- 2 Better transport links cause / do not cause air pollution.
- 3 A smaller carbon footprint is (not) created by train travel.
- 4 Tourist facilities such as bars and nightclubs produce / do not produce noise pollution.
- 5 Tourism creates / does not create new employment opportunities.

4

Answers

- 1 Due to better cycle paths, there are more cyclists on the road.
- 2 As a result of the high price of fuel, more people are using public transport.
- 3 There are more campsites because of / as a result of / due to the warmer summers.
- 4 There is more tourism in our city because of / as a result of / due to the new airport.
- 5 There are more visitors from the USA because of / as a result of / due to a strong dollar.

TASK 3 Writing cause and effect sentences

1 and 2

Answers

- 1 1 c 2 e 3 d 4 a 5 b

Sample answers

- 2 Less traffic leads to cleaner air. / There is cleaner air because of less traffic.
- 3 Building a new park could lead to more children playing outside. / Due to the new park, more children are playing outside.
- 4 Recycling bins create less waste. / As a result of recycling bins there is less waste.
- 5 The new sports centre leads to more people going to the gym. / More people are going to the gym because of the new sports centre.

8C Writing (2) A cause and effect paragraph

TASK 1 Analysing a cause and effect paragraph

3

Answers

Sentence 2: a

Sentence 3: f

Sentences 4, 5, and 6: c

Sentences 7 and 8: e

Sentence 9: b

4

Answers

¹Eco-tourism is a type of environmentally friendly tourism.

²It is when people visit an environmentally important destination without changing that environment. ³A good example of eco-tourism is the Khao Sok National Park in Thailand. ⁴There are hundreds of visitors every year due to the Park's beautiful mountains and rainforest. ⁵Tourism leads to jobs for the local people in the Park shops and hotels. ⁶In addition, the Park restaurants create local business because they buy food grown by the farmers in the area. ⁷The only negative impact is that environmental problems in the Park are caused by too many tourists.

⁸As a result of these problems, the Park limits the number of visitors per day. ⁹Overall, the Khao Sok National Park is a good example of how eco-tourism can have a positive impact.

TASK 2 Writing a cause and effect paragraph

3

Sample answers

- 1 Agri-tourism is a type of tourism.
- 2 It is when people stay on a farm or a ranch.
- 3 For example, many agri-tourists visit Californian farms and ranches.
- 4 2.5 million agri-tourists per year creates extra income and employment for farmers and local people.
- 5 Tourists learn about the countryside and agriculture.
- 6 The only negative impact is the increase in traffic in the countryside.

8D Vocabulary

TASK 1 Noun phrases

1

Answers

- | | |
|---------------|-------------|
| 1 impact | 6 global |
| 2 travel | 7 beliefs |
| 3 Local | 8 footprint |
| 4 leisure | 9 economic |
| 5 communities | 10 holiday |

2

Answers

- 2 NN 3 AN 4 NN 5 AN 6 AN 7 AN 8 NN
9 AN 10 NN

TASK 2 Prepositions

1

Answers

- 1 for [adjective + preposition]
- 2 on [noun + preposition]
- 3 to [verb + preposition]
- 4 on [verb + preposition]
- 5 to [verb + preposition]
- 6 of [noun + preposition]
- 7 at [verb + preposition]
- 8 in [noun + preposition]
- 9 to [verb + preposition]
- 10 from [verb + preposition]

8E Academic Language Check

TASK 1 Cause and effect: Verbs and prepositions

1 and 2

Sample answers

- 1 Online booking creates cheaper holidays.
 - 2 More aeroplanes produce noise pollution.
 - 3 More business creates more local jobs.
 - 4 More tourism causes more litter.
- 1 Cheaper holidays are created by online booking.
 - 2 Noise pollution is produced by more aeroplanes.
 - 3 More local jobs are created by more business.
 - 4 More litter is caused by more tourism.

3

Answers

- 1 Due to online booking, there are cheaper holidays.
- 2 There is noise pollution as a result of more aeroplanes.
- 3 There are more local jobs because of more business.
- 4 There is more litter because of / due to / as a result of more tourism.

TASK 2 Modals: *could, might, and may*

1

Answers

- 1 New leisure facilities could **lead** to better health.
- 2 The plan might **create** an increase in employment.
- 3 More police on the street **may** (or **could**) lead to fewer crimes.
- 4 Crowded beaches **might not** create a good atmosphere in the town.
- 5 Improved public transport **might** (or **may**) not guarantee more tourists, but it's possible.

UNIT 9 Invention

ACADEMIC FOCUS: RECOGNIZING PERSPECTIVE

DISCUSSION

1

Answer
the wheel

2

Answers
1 linguistic 4 scientific
2 mathematical 5 engineering
3 medical

9A Listening & Speaking Seminars (3)

TASK 1 Understanding evidence in a presentation

2 9.1

Answers
Main topic: the Dunbar Number / theory
Main argument: humans prefer to be in groups with approximately 150 members

3 9.2

Answers
Types of evidence mentioned: business; historical; social media

4 9.2

Answers
1 historical 8 social communication
2 people 9 students
3 soldiers 10 friendship
4 business 11 an older friend
5 employees 12 didn't
6 opened a new factory 13 the number of friends
7 social media

5

Answers
past simple (e.g. *lived*); present perfect (e.g. *has reached*)

TASK 2 Practising talking about discoveries and evidence

1

Answers
2 studied, was 5 found
3 have become 6 have disagreed, have also studied
4 hasn't changed

2

Answers
1 Over the last 40 years, he has taught in Sweden and the UK.
2 In 2007, he started working at Oxford University.
3 Recently he has studied human relationships on social networking sites.
4 In 2010, he wrote a book called *How Many Friends Does One Person Need?*
5 Lots of people have become interested in his theories.

TASK 3 Giving evidence in a discussion

1 9.4

Answers
2, 3, 4, 5, 7

2 9.4

Answers
1 female 3 male
2 female 4 male

TASK 4 Practising reporting verbs

1 9.4

Answers
1 believes 4 supports
2 shows 5 suggests
3 states 6 reports

TASK 5 Using evidence in a discussion

1

Answers

1 adults' use of social networking sites

9B Reading Textbooks (9)

TASK 1 Evaluating text types for academic study

1 and 2

Sample answers

- 2 an academic journal: 3
a daily newspaper: 2 (this depends on the newspaper – some push the balance towards subjective opinion-oriented articles which are not reliable)
a personal blog: 1
a science magazine: 2 or 3
a textbook in your library: 3
a webpage on the university website: 3 (although it may make claims about the quality of the university, which need verifying)

TASK 2 Evaluating different texts on one topic

1

Sample answer

A 2D printer uses paper, card, or other two-dimensional surfaces to print; it uses special ink (coloured or black only). A 3D printer builds up a three-dimensional object using a polymer (a form of plastic). It responds to designs using software, and builds the object from the bottom up using the polymer thread. The completed object can then be coloured as necessary.

2

Answers

1 d 2 b 3 a 4 c

3

Answers

Texts 1 and 2 are academic. Textbooks are widely used in academic contexts including schools and universities. They are typically written by people working in academic contexts and they aim to cover either academic fields (e.g. sciences), or a wider range of topics (e.g. sports) in an academic way. Scientific journals are written by experts working in academic contexts, e.g. professors at universities. They are used by researchers in similar contexts.

Texts 1, 2, and to some extent 3 are reliable. Textbooks are typically written by experts in the field and published by reliable publishers. Scientific journals are peer-reviewed, i.e. other experts in the field evaluate the articles before they are published, typically without knowing who wrote them.

4

Answers

b 4 c 4 d 2 e 3 f 1 g 2 h 4

TASK 3 Practising identifying passive and active forms

1

Answers

- 2 is added (Text 1) 7 is sold (Text 2)
3 is increased (Text 1) 8 was printed (Text 3)
4 is used (Text 1) 9 was sprayed (Text 3)
5 was invented (Text 2) 10 were grown (Text 3)
6 was used (Text 2)
Verbs in the past simple: 5, 6, 8, 9, 10

2

Answers

1 Text 1 2 Text 4 3 yes

TASK 4 Noticing perspective in texts

1

Answers

Historical, Financial, Industrial

2

Answers

Historical: Historically, the twentieth century, recent years
Financial: expensive, costs, affordable, cost, \$20,000, sold, \$1,000, economics
Industrial: specialist industries, everyday business

TASK 5 Practising identifying perspective

1

Answers

- 1 d (Doctors, patients, illness, hospital)
- 2 f (face-to-face contact, human relationships)
- 3 e (Governments, control)
- 4 a (worth, £100 billion, economy)
- 5 b (children, classroom)
- 6 c (invented (i.e. a verb in the past tense, signifying a historical perspective), in 1989)

2

Answers

Text 3: Medical

From a medical perspective, 3D printing has already had a huge impact on areas such as dentistry and artificial limbs. Now, bio-engineers at Cornell University in New York have developed a 3D bio-printer. A research report on the *Public Library of Science* website describes how a human ear was printed with a special type of 3D printer. A material containing living cells was sprayed in layers instead of using normal plastic polymers and these cells were grown into an ear. At the moment, these ears are prototypes, but in three years the bio-engineers plan to test them on real humans.

Text 4: Financial, Industrial, Sociological

From an industrial point of view, 3D printing has transformed modern engineering. For example, you've probably flown on an aeroplane with parts made on a 3D printer. However, the next question is whether it will ever take off in the home? To test this question I bought the cheapest 3D printer on the market. It costs around \$1,000. You connect it to your computer, download a design and press print. The printer can only create plastic models such as toy frogs or action figures, so the choice is limited at the moment. However, as the technology improves, I think 3D printers will eventually change the way we live by delivering everything from cakes to car parts, clothing to kitchenware, and we won't have to leave the house.

9C Writing (1) Sentences about invention

TASK 1 Recognizing sentence patterns

1

Answers

Paragraph 1: historical
Paragraph 2: scientific

2

Answers

Paragraph 1 is about the inventor. The verbs are in the active form.

Paragraph 2 is about the invention. The verbs are in the passive form.

TASK 2 Practising past simple active and passive forms

1

Answers

- 2 wasn't invented
- 3 made
- 4 was put
- 5 was heated
- 6 was put on
- 7 was then applied
- 8 were also developed
- 9 were made

2

Answers

- 1 used the wheel
- 2 was calculated by Archimedes
- 3 were discovered by Galileo Galilei (1564-1642)
- 4 played chess
- 5 produced paper in China
- 6 was observed by Antonie van Leeuwenhoek
- 7 were invented around the seventh century
- 8 launched the first satellite into space in 1957

TASK 3 Writing about inventors and inventions

1

Sample answer

Benjamin Franklin was an author, printer, scientist, politician, and inventor. In 1741, he invented a stove. It was made from a metal box with a door and (it) was connected to a chimney. The new type of stove produced more heat than a normal fireplace. Unfortunately, the early Franklin stoves did not sell very well. Later, the design was developed and improved and it became popular.

9C Writing (2) A description of an inventor

TASK 1 Analysing paragraph structure

1

Answers

a 2 b 1 c 3

TASK 2 Understanding cohesion

1

Sample answer

The topic, content, and focus of the two paragraphs are the same. The difference is in the use of cohesive language. Paragraph 1 does not use such language; instead it repeats nouns and noun phrases. Paragraph 2 uses pronouns and determiners as cohesive language, thereby reducing the need to keep repeating nouns and noun phrases. The style of Paragraph 2 is more natural and expected of academic texts.

2

Answers

- 2 Gutenberg's
- 3 Gutenberg's inventions
- 4 1448
- 5 books
- 6 a book

TASK 3 Practising cohesion

1 and 2

Answers

- 1 2 his
- 3 his
- 4 him
- 5 it
- 6 them
- 2 1 She
- 2 Her
- 3 it
- 4 her
- 5 Her
- 6 its
- 7 it
- 8 these

TASK 4 Writing a paragraph about an inventor

1

Sample answers

computer, laptop, tablet, camera, plus other electronic devices

9D Vocabulary

TASK 1 Vocabulary-building: Adjectives and nouns

1

Answers

- | | |
|---------------|----------------|
| 1 economy | 6 sociological |
| 2 educational | 7 technology |
| 3 historical | 8 industry |
| 4 medical | 9 mathematics |
| 5 politics | 10 scientific |

TASK 2 Vocabulary-building: Verbs and nouns

1

Answers

- 1 V, N 2 N, V 3 V, N 4 V, N 5 N, V

TASK 3 Prepositional phrases

1

Answers

- 1 with (with a maximum of 150 people)
- 2 at (at the end of the nineteenth century)
- 3 by (by a group of scientists)
- 4 from (from Yale)

9E Academic Language Check

TASK 1 Past simple and present perfect

1

Answers

- | | |
|--------------------------|-------------|
| 1 has discovered | 5 switched |
| 2 made | 6 developed |
| 3 has recently published | 7 has grown |
| 4 invented | |

TASK 2 Describing discoveries and inventions

1

Answers

- | | |
|-------------------|---------------|
| 1 were discovered | 5 was reached |
| 2 was invented | 6 was sent |
| 3 were written | 7 was made |
| 4 was flown | |

TASK 3 Using pronouns and determiners for cohesion

1

Answers

- | | |
|--------|--------|
| 2 your | 6 it |
| 3 him | 7 our |
| 4 she | 8 them |
| 5 her | |

2

Answers

- | | |
|--------|--------|
| 1 it | 4 They |
| 2 them | 5 Its |
| 3 He | |

UNIT 10 Research

ACADEMIC FOCUS: QUESTIONING

DISCUSSION

1

Answers

- | | |
|-------------------|-------------------|
| 2 Online research | 4 a questionnaire |
| 3 An interview | 5 respondents |

2 and 3

Sample answers

- 2 1 marketing executive (market research); medical practitioner / pharmaceutical staff (research into new treatments); designer (research into new materials); journalist (research into a topic for a news story); politician (research into how people will vote)
- 2 Academic study: a major focus of academic study is to find new answers, materials, opportunities, and ideas; this involves research.
Business: in business, a competitive edge can be gained through new research into markets and sectors to find out what customers want.
Medicine: curing illnesses and diseases depends on finding new drugs and treatments, which involves expensive research.
Politics: politicians benefit from knowing what voters think on various issues, and they can find this out through research.
Technology: new technologies are always being developed, which requires research into materials, products, processes, and consumers.

10A Listening & Speaking Questions

TASK 1 Understanding a topic

1

Sample answers

- 1 She researched who her potential customers might be and what level of demand there would be for her service. She researched different types of tea: their origins, cost, and flavour. She created a questionnaire aimed at finding out what type of tea people like, how much they are prepared to pay, and what times of day they are likely to buy their tea.
- 2 You can borrow from family or friends. Conventionally, you go to a bank. You could also use your savings or borrow money against your property.
- 3 Many businesses fail because they have not researched their potential market properly. You need to research your market, product, service, competitors, customers, technologies, and so on. The more you know about these, the more likely you are to create a business which is likely to succeed.

2

Sample answers

- a Crowdfunding may be attractive. The funding is potentially global, but the business is highly local - if you rarely or never pass through the City of London, why would you invest in a service there? Typically, rewards are given to crowdfunding investors, but it is hard to see what reward would work here - maybe a share in the company?
- b This would be attractive for the business, but would be unlikely - why would a government fund someone to start up a tea company in London? Usually grants are for specific purposes relating to wider areas such as education or the environment.
- c A loan is the most likely source of finance. It's predictable - you know what you are borrowing and what you need to pay back and when. A bank is likely to look at this type of business objectively and may lend it some money.

TASK 2 Taking notes on a topic

1 and 2 10.1, 10.2, 10.3

Answers

Extract 1 Sources of finance: banks, government grants, organizations

Extract 2 Topic / Sources of finance: businesses that use a new source of finance called *crowdfunding* – using the example of the Good and Proper Tea Co.

Extract 3 Topic: the best source of finance for a case study / Sources of finance: bank loan, family loan, borrow from friends, government grant

TASK 3 Identifying key information

1 10.1

Answers

- 1 asking the right questions
- 2 How big is the market? Who are my customers? How much will they pay for my product or service? Who is the competition? How big is their share of the market? How much money will I need?
- 3 b

2 10.2

Answers

- 1 a 2 b

3 10.3

Answers

- 1 a 2 a

TASK 4 Recognizing the purpose of questions

1

Answers

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

TASK 5 Practising questions

1

Answers

- | | |
|--------|--------|
| 1 What | 5 Why |
| 2 Are | 6 Is |
| 3 Do | 7 What |
| 4 Can | 8 How |

2

Answers

- | | |
|----------|----------|
| 1 open | 5 open |
| 2 closed | 6 closed |
| 3 closed | 7 open |
| 4 open | 8 open |

TASK 6 Critical thinking – using questions critically

1

Sample answers

- 1 What sort of research should they do? How can they do this research? What will the research tell them? How should they interpret the results? Who should carry out the research? Why is research so important? Why should people who know the answers, i.e. successful business operators, tell you their secrets? Can you rely on the research? How much will it cost?
- 2 Does every scientist need to understand this methodology? How can you adapt your knowledge to developments in technology? Are methodologies culturally constructed? Will the same methodologies work in different parts of the world and in different sectors? Who should pay for you to learn about the methodologies? Can you learn from free online courses such as MOOCs, or do you have to go to university to study them?
- 3 How do you define the goal? Who decides whether the goal is clearly defined? How can you get help in formulating a goal? Why is the starting point a goal, rather than some creative ideas, for example?

10B Reading Textbooks (10)

TASK 1 Identifying relevant information in a text

2

Sample answers

- 1 Market research covers primary and secondary research.
- 2 Marketing includes any business activity which relates to its customers, such as finding out what customers think of and expect from the business's products or services.
- 3 Market research is important to a business because it helps it to improve its understanding of its customers' needs, to estimate demand for its products, and to find out about competitors' location, products, and prices.
- 4 Primary research means gaining new information, for example from interviews and questionnaires. Secondary research involves analysing existing information, such as previous sales information.
- 5 Not always – market research is sometimes unreliable.

3

Answers

- 1 No
- 2 Yes
- 3 Yes
- 4 Not given
- 5 Yes
- 6 Not given
- 7 Yes
- 8 No
- 9 Not given

TASK 2 Taking notes about reasons

1

Answers

- 1 Paragraph 3
- 2 Paragraphs 1 and 2
- 3 Paragraph 4

2

Answers

Advantages of primary research: up to date; specific; allows business to define aims and target market; understand customers' needs, and estimate demand; also find out about competitors

Disadvantages of primary research: can be unreliable; you can draw incorrect conclusions

Advantages of secondary research: none given in the text

Disadvantages of secondary research: information can be out of date, imprecise, or incorrect

TASK 3 Practising collocations

1

Answers

ask for opinions
 carry out a survey
 define aims
 do research
 draw conclusions
 interview people
 receive feedback
 set objectives
 study data

2

Answers

- 1 objectives
- 2 set
- 3 defined
- 4 research
- 5 data
- 6 compared
- 7 interviewed

TASK 4 Applying information from a text

1 and 2

Answer

2 a

3

Answers

- 1 It is the easiest and cheapest way of discovering information on how to improve your business.
- 2 in order to identify issues (i.e. problems) and increase customer numbers

4

Answers

Item	Key point	Reason / Example
Question types	Closed, or with short answers	Easy to analyse
Length of questionnaire	As short as possible	Encourages people to take part; easier to analyse results
What to do before creating the questionnaire	Set research objectives	Helps to make the questions relevant
The first question	Ask about person - their age and gender	Questionnaire can be stopped if the person doesn't fit the profile
Other questions	Often used	To find out more information, e.g. the customer's buying habits and opinions

TASK 5 Critical thinking - improving a questionnaire

1

Sample answer

1 The first two questions establish the profile of the interviewee - following the advice in Text 2. Question 3 is too open; also, it contains an assumption - that the interviewee likes vegetarian food. Clearly it is possible that they don't. Question 4 has two questions in one, and could be simplified - the answers are closed but there are two answers. Question 5 is a short answer question, which follows the advice. Question 6 is too open and long. Questions 7 and 8 are good: short, specific answers. Question 9 is too open. Regarding relevance, question 6 is not very relevant. Also, it is not clear why being male or female is relevant (question 2).

10C Writing (1) Questions

TASK 1 Identifying question forms

2

Answer

It is for existing customers; for instance, there is no option (e.g. *never*) in question 1 for customers who don't use the product.

3

Answers

- 1 Open questions: 1, 3, 4; Closed questions: 2, 5, 6
- 2 Please give details
- 3 By providing a limited set of answers to choose from

TASK 2 Practising questions

1

Answers

- 2 present progressive
- 3 past simple
- 4 present perfect
- 5 modal verb (*will* + infinitive)
- 6 modal verb (*would* + infinitive)

2

Answers

- 1 How often **do you buy** this brand?
- 2 Which supplier of our products **are** you currently using?
- 3 How would you ~~to~~ describe the service you received?
- 4 How long **did** the treatment take?
- 5 How many times **have** you been ill in the last six months?
- 6 **Were** our staff helpful in solving your problem?
- 7 When **will you** next travel by plane?

3

Answers

- 1 Are
- 2 Are you currently studying / Do you currently study
- 3 have you studied
- 4 do you live
- 5 did you find
- 6 have you moved
- 7 Would you be / Are you

10C Writing (2)

A description of results

TASK 1 Analysing a report paragraph

1

Answers

- 1 financial
- 2 the spending habits of students aged between 18 and 21 years
- 3 online
- 4 33.5%
- 5 accommodation, heating, food

2

Answers

- Sentences 1 and 2: b
Sentences 3 and 4: a
Sentences 5, 6, and 7: d
Sentence 8: c

TASK 2 Practising report language

1

Answers

- 2 purpose of the survey
- 3 carried out
- 4 response rate
- 5 With reference to
- 6 The responses
- 7 According to
- 8 results suggest that

TASK 3 Writing a paragraph about research results

1

Sample answers

- 1 students at university aged 18-21 years
- 2 students' internet use
- 3 about one third / one in three / 30%
- 4 Any of the following:
The average time spent on the internet by students was:
28% academic research
27% social media
15% email
30% other (news, video, gaming, etc.)
The technologies regularly used were:
99 personal laptops or tablets
25 university computers
91 mobile phones or handheld devices
9 video cameras
21 handheld audio recorders

10D Vocabulary

TASK 1 Research

1

Answers

- | | |
|-----------------|--------------|
| 1 interviews | 6 Research |
| 2 questionnaire | 7 surveys |
| 3 online | 8 Market |
| 4 respondents | 9 objectives |
| 5 results | |

TASK 2 Collocation: Verb + noun

1

Answers

- | | |
|-------|-------------|
| 1 set | 5 carry out |
| 2 ask | 6 set |
| 3 do | 7 interview |
| 4 set | 8 ask |

2

Answers

- | | |
|----------------|----------------------|
| 1 have | 5 analyse |
| 2 define | 6 interview |
| 3 draw / reach | 7 collect |
| 4 give | 8 complete / fill in |

10E Academic Language Check

TASK 1 Open and closed questions

1

Answers

- | | |
|-------------|--------|
| 1 Can | 5 do |
| 2 How often | 6 Why |
| 3 Is | 7 does |
| 4 What | |

TASK 2 Questions: Form and tense

1

Answers

- 1 **Are** you interested in our products?
- 2 Does the university **help** you to find accommodation?
- 3 How often do you **use** our hotels?
- 4 Where **are** you currently studying?
- 5 **Were** the exam questions difficult?
- 6 When **did** Alexander Fleming discover penicillin?
- 7 Did our representative **call** you back last week?
- 8 Have you ever **used** our online library?
- 9 How many times **has** she taken this exam?
- 10 Will you **to apply** to university next year?

TASK 3 The language of reports

1

Answers

- 1 e 2 b 3 c 4 f 5 a 6 d

AUDIO CD TRACK LISTING

TRACK NUMBER	UNIT NUMBER	TRANSCRIPT AND EXTRACT NUMBER
1	1 Discussion	1.1
2	1A Listening & Speaking	1.3
3	1A Listening & Speaking	1.5
4	1A Listening & Speaking	1.6
5	2A Listening & Speaking	2.3
6	2A Listening & Speaking	2.4
7	3A Listening & Speaking	3.3
8	3A Listening & Speaking	3.4
9	4 Discussion	4.1
10	4A Listening & Speaking	4.3
11	4A Listening & Speaking	4.4
12	4A Listening & Speaking	4.5
13	5A Listening & Speaking	5.3
14	5A Listening & Speaking	5.4
15	5A Listening & Speaking	5.5 Extracts A and B
16	5B Reading	5.6
17	6 Discussion	6.1
18	6A Listening & Speaking	6.4
19	6A Listening & Speaking	6.5
20	7A Listening & Speaking	7.2
21	8A Listening & Speaking	8.2
22	8A Listening & Speaking	8.3 Extracts 1-3
23	8A Listening & Speaking	8.4
24	9A Listening & Speaking	9.3
25	9A Listening & Speaking	9.4
26	9A Listening & Speaking	9.5
27	10A Listening & Speaking	10.4