

Skills Booklet

upper intermediate



Upper intermediate 2008–2009

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UNIT 18 No Small Business

Task: Discussion

Useful expressions:

Proposing something /
expressing doubts

Grammar: Abstract
nouns with the
preposition "for"

Writing: A restaurant
review; an advert for a
new restaurant

restaurants do you
most like? American,
Italian, family-run,
haute-cuisine,
traditional, exotic,
vegetarian, fast-
food, vegan, ethnic,
Spanish, French,
German, Colombian,
Indian, etc

5. What's the best
restaurant you've
ever been to? Why
was it so good? And
the worst? Why was
it so bad?

Discussion

1. What do you prefer?
Eating out or eating
at home? Why?
2. How often do you
eat out? Where do
you go?
3. What's your
favourite restaurant?
Why do you like it?
4. What type of

Task

Before starting the
task, study the useful
expressions and do
any accompanying
exercises.



Student A

The restaurant

You work for a business consultancy firm. An owner of a restaurant has come to you for help. She owns a small restaurant offering sandwiches to busy office workers. She would like ideas on how to maximise profits and take her restaurant to a higher level. You believe that the restaurant needs to become more exclusive and to focus on healthy food: baked potatoes with a variety of fillings, soups, salads, lentils, etc – think of six more ideas. Explain why you believe this. You think the name and décor should reflect this, and that a number of changes need to take place: redecorate the restaurant, employ a well-known chef, change the menu, use organic products, offer some vegetarian dishes, etc – think of at least six more ideas, and come up with a menu and a name for the restaurant. Discuss your ideas with your business partner.

Student B

The restaurant

You work for a business consultancy firm. An owner of a restaurant has come to you for help. She owns a small restaurant offering sandwiches to busy office workers. She would like ideas on how to maximise profits and take her restaurant to a higher level. You think she should focus on offering cheap but filling food: hamburgers, chips, pies, cakes, pizzas, etc – think of six more ideas. She should also think about trying to attract students from the local university colleges. You have a number of suggestions on how to do this: direct marketing, cheap offers, student reductions, etc – think of at least six more ideas along these lines. Discuss your ideas with your business partner.

UNIT 18 **No Small Business**

Useful expressions

Listen to the expressions and repeat them with the teacher.

Proposing something

- Doing X will allow you to...
- This will be good for publicity.
- X will help them establish...
- Doing X will help you to...
- This is a good way of...
- You need to try to...
- You need to...
- The best thing would be to...
- I think you should focus on...
- These days, people are looking for...
- There is a massive demand for...
- People definitely like...
- People are developing a taste for...
- I think you should go for the X look.

Expressing doubts

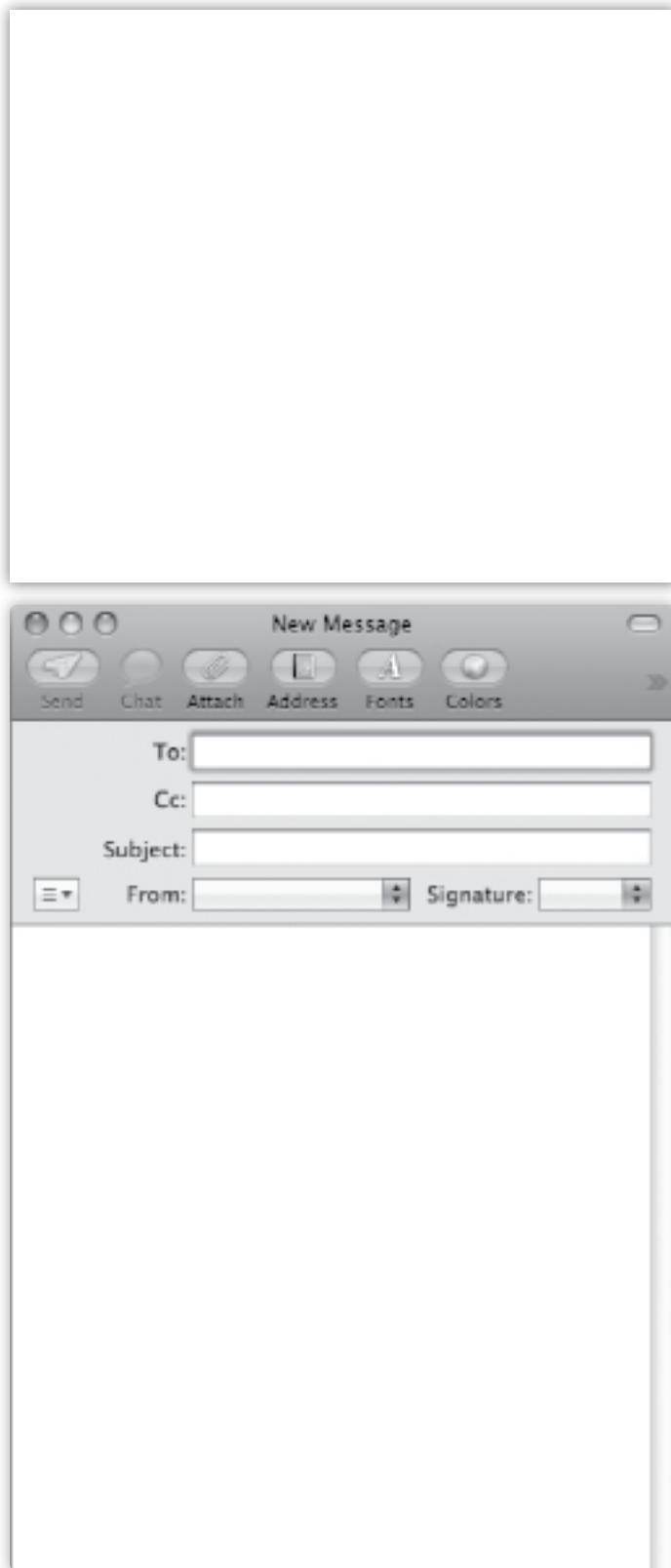
- I really don't agree with your ideas on...
- Personally, I think...
- Doing X will put people off.
- I really don't see the point of...
- People aren't really looking for...
- Why do X?
- What's the point of doing X?
- Surely, that will just...
- That wouldn't help much with...
- I can't see the point of doing X.
- I really don't see the benefit of doing X.
- Are you sure that's what the market is looking for?

Talking about food

- This is delicious / very tasty.
- The customers will love this.
- This just melts in your mouth.
- It's to die for.

Writing

Write either: a) A critical review of a restaurant of your choice. b) An advert for a new restaurant. c) An e-mail detailing your proposals for revamping the restaurant.



UNIT 18 No Small Business

Grammar – Abstract nouns II

Study the sentences. Then answer the questions.

- a) She has a lot of **admiration** for his work.
- b) He has a **craving** for pizza.
- c) They want to find a **cure** for the disease.
- d) There is a huge **demand** for the product.
- e) They have no **sympathy** for us.

1. What are the words in bold? What do they all have in common?
2. What preposition are they followed by?
3. Can you think of any other words that are followed by this preposition?

Explanation

Abstract nouns refer to qualities, states, concepts or feelings. Many abstract nouns are followed by a preposition. Unfortunately, there are no rules for these collocations, and we must learn them as fixed phrases. The following is a list of some abstract nouns generally followed by the preposition "for".

- a) **Admiration:** I have a lot of admiration for people who work for charities.

- b) **Appetite:** She has a huge appetite for pizza.
- c) **Craving:** I have a craving for ice cream.
- d) **Cure:** They hope to find a cure for cancer.
- e) **Demand:** There is a big demand for people who speak multiple languages.
- h) **Taste:** They've developed a taste for spicy food.
- h) **Need:** We all have a need for approval.
- i) **Sympathy:** I have no sympathy for lazy people.
- j) **Recipe:** Can I have your recipe for chocolate cake?
- k) **Remedy:** There is no remedy for stupidity.
- l) **Respect:** I have a great deal of respect for honesty.
- m) **Room:** There was no room for more people on the bus.
- n) **Responsibility:** They had responsibility for more than 600 students.



GRAMMAR EXERCISES

UNIT 18 No Small Business

Grammar exercise

Complete the sentences with a noun from below.

*recipe taste need craving cure
sympathy demand room*

1. There is a lot of _____ for fuel-efficient vehicles.
2. Is there much _____ for this noble cause?
3. Blind dates are a _____ for disaster.
4. Mary and Joseph were told there was no _____ for them at the inn.
5. I have recently developed a _____ for Mexican food.
6. Children have an even greater _____ for love and affection than the rest of us.
7. Is there a _____ for that specific illness?
8. Pregnant women often have a _____ for completely random food.

Oral grammar drill

Answer each question with full answers. Use the word(s) in brackets to help you. Example: What do you have respect for? (parents) = I have respect for my parents.

1. What does he have an appetite for? (success)
2. What is there a lot of public demand for? (organic food)
3. What do you have responsibility for? (family)
4. What have you developed a taste for? (Indian food)
5. Who do they have a lot of sympathy for? (poor people)
6. What did he have a craving for? (steak and chocolate)
7. Is there room for one more person? (no)
8. Who do they have admiration for? (successful people)

Oral revision drill I – Take (with time)

Answer the questions as quickly as possible. Invent where necessary. Then practise in pairs.

- How long does it take you to get up in the morning?
- How long does it take to cook an egg?
- How long does it take you to get to work?

- How long does it take you to get dressed in the morning?
- How long does it take you to have breakfast?
- How long does it take you to have lunch?
- How long does it take you to get to sleep at night?
- How long does it usually take to you to make decisions?
- How long did it take you to finish the last report you wrote?
- How long did it take you to learn how to walk?
- How long did it take you to learn the irregular past tense verbs in English?
- How long will it take you to learn to speak English fluently?

Oral revision drill II – Number dictation

Listen to the numbers and write them down.

13 56 30 28 456 897 231 345 1,254
2,356 8,745 9,654
12,547 45,897 28,565 79,530 12,689 32,901
43,892
326,891 289,908 437,821 763,908 12,458,210
458,982,098

Translations

Translate the following sentences into your own language.

1. There is huge demand for the new phone.
2. I have a great deal of admiration for his talents.
3. If I'm not feeling well, I often have a craving for unusual food.
4. There is no room for anyone else.
5. He has a great recipe for chocolate cake.
6. Is there a cure for the common cold?
7. There is no need for that kind of language here.
8. I have a great deal of respect for the institution.
9. There is a lot of sympathy for him and his family.
10. She has developed a taste for vegetarian food.

Hot English magazine

Remember to do the reading and listening exercises in Hot English magazine.

