

# **Course: Business English**

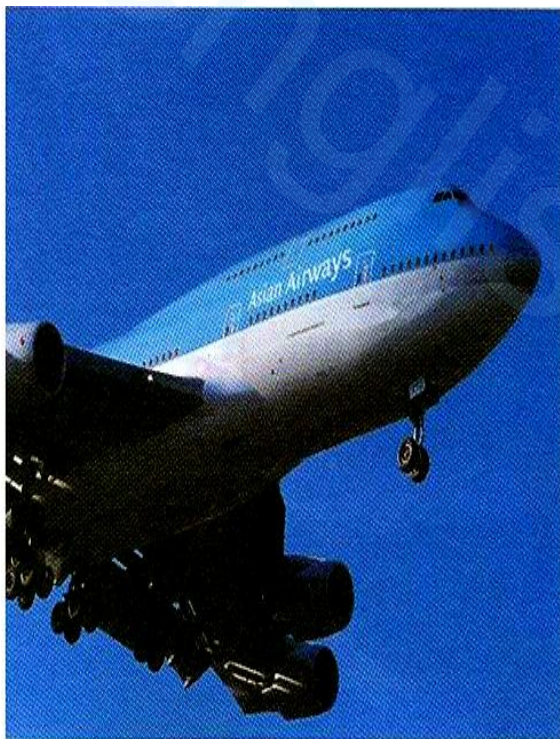
## **Level 1**

Day №6

## What's the difference??



**Compare the products and services  
of the two companies.**



Asian Airways flies direct to more cities than any other airline. On Asian Airways, seats in the economy class have more space so you can relax while you fly. Asian Airways offers a better choice of meals and drinks. So... does all this mean we're more expensive than other airlines? No, it doesn't.

Asian Airways. Better service. Better value.

**Answer the following after reading the advertisement.**

1. Asian Airways flies direct to *more / fewer* cities than any other airline.
2. Seats in economy class have *less / more* space so you can relax while you fly.
3. Asian Airways offer a *smaller / better* choice of meals and drinks.
4. Does this mean we're *cheaper / more expensive* than other airlines?

# Language focus

Look at the brochures for these two cars. Compare them using the adjectives below.

economical exciting practical fast expensive boring cheap slow attractive

## Useful language

More exciting than

Less exciting than

As exciting as

### 4 Runner



Starting from: \$36,664

Engine: 5VZ – FE 3.4 liter, V6, 24 valve,  
electronic fuel injection 183 kW

Fuel capacity: 70 liters

Cargo capacity: rear seat up to 1.262 m<sup>3</sup>

Rear seat down 2.260 m<sup>3</sup>

### Celica 2000



Starting from: \$23,900

Engine: 5S-FE 2.2 liter, 16 valve,  
electronic fuel injection 130 kW

Fuel capacity: 60 liters

Cargo capacity: rear 0.459 m<sup>3</sup>

## Write your answers.

Example: The 4 Runner is more powerful than the Celica. The Celica 2000 is cheaper than the 4 Runner.

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# Speaking practice



**Which company is your major competitor?  
Compare your services with theirs.**

# Part A

- Explaining what a company does

## Language Focus

Look at these company names. Do they make products or provide services?

What products do they make? What services do they provide?

**TALK ABOUT EACH COMPANY.**

*Example: Pepsi makes soft drinks.*

### Useful language

**Verbs:** provide ; make ; be

**Nouns:**

- Electronic equipment
- Accommodations
- fast food
- cars
- lights
- soft drinks
- banking services
- an internet browser
- An airline
- A fast food chain



**Panasonic**

**Netscape**



**citibank**

**virgin atlantic**

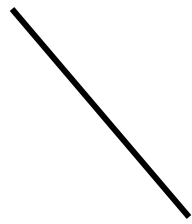


# Vocabulary Adjectives

A. Look at these two lists of adjectives.  
Name the antonyms (opposites).

- A
- 1. Uneconomical
  - 2. Big
  - 3. Cheap
  - 4. Slow
  - 5. Inconvenient
  - 6. Attractive
  - 7. Boring
  - 8. Safe

- B
- a. small
  - b. convenient
  - c. exciting
  - d. expensive
  - e. economical
  - f. ugly
  - g. fast
  - h. dangerous



B. Now think of five products or services.  
Choose positive adjectives from list B to  
Describe them.

Product/Service	Positive adjectives
Walkman	small
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

## Vocabulary file

## ADJECTIVES

Big  
Small  
Cheap  
Expensive  
Economical

Exciting  
Boring  
Practical  
Slow  
Fast

Attractive  
Comfortable  
Near to  
Far from  
Close

Using 3 different words from the Vocabulary file, make three sentences about things you own and compare each with its competition.

**For example:** *My car is slower than a Toyota Celica.*

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_



## Communication activity

1. Describe the Sharp AR 200 photocopier to Student A. Use the phrases below to help you.

It is...

It has

It can...

You can...

It costs...

- Digital black and white copies (b/w)
- 20 pages per minute (ppm)
- 250 sheet paper tray
- \$1999



2. Your company is thinking about moving to a different location. Think of a new location anywhere in your country. Decide which location is better. Give reasons for your decision by comparing the two locations.



***Thank you for  
today!***

***I'm looking forward to  
seeing you again!***