

# MARKET LEADER ANSWER KEYS

## UNIT 1

### Warmer

Drums Pigeon post Smoke signals Semaphore Morse code Telephone	Paintings Sculpture Music
Newspapers Radio Television Internet Interactive television	Language sign language Body language Dance

### Vocabulary: Good communicators

A

- Good communicators: articulate, coherent, eloquent, fluent, focussed, extrovert, persuasive, responsive, sensitive, succinct.
- Bad communicators: hesitant, inhibited, rambling, reserved.

B

1. focussed, succinct.
2. hesitant, inhibited, reserved
3. rambling
4. fluent, eloquent, sensitive
5. articulate, coherent
6. persuasive
7. extrovert
8. responsive

### Reading: internal communication

A

1. Senior managers hide behind their computers.
2. Staff use voice mail to screen calls.
3. employees sitting next to each other send e-mails rather than speak to each other.

B

1. They had language and geographical difficulties, huge amounts of paperwork and great difficulty tracking and monitoring jobs.
2. They installed an automated system so that data was only entered once but could be accessed by everyone in the company.
3. Theobald recommends checking e-mail only three times a day and allocating a set time to deal with it.
4. People use the "reply all" button so e-mail goes to all people who don't need it as well as those who do.

# Market Leader Answer Keys Unit 9

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