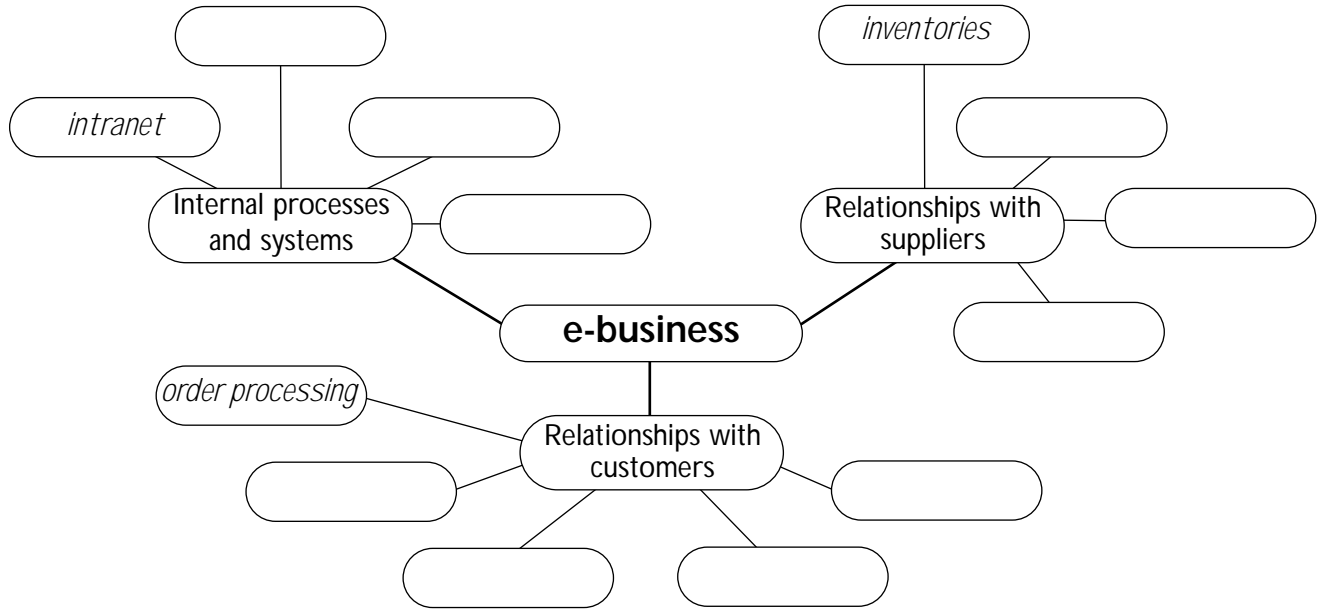


Vocabulary practice

e-business 1 Complete the word diagram with the following words.

order processing intranet inventories e-commerce extranet
 personalised offerings telemarketing supply chain management
 teleworking online billing vendor electronic diary hotdesking



2 Match the words then use them to complete the sentences below.

- | | |
|-------------|--------------|
| handle | email |
| personalise | transactions |
| simplify | processes |
| anticipate | the system |
| download | offerings |
| log onto | wants |

- 1 The new accounting software means we can handle transactions a lot more quickly and get very up-to-date cash flow figures.
- 2 Our customer profiles allow us to _____ and tailor our services to the customers' exact requirements.
- 3 Each employee has to use a code and password when they _____ in order to protect the security of the central database.
- 4 The website checks other customers that have bought the same product and what else they've bought. This allows us to _____ and target offerings.
- 5 Connecting the website to stock data helps us _____ and get goods to customers more quickly. The system for checking stock used to be very complex.
- 6 We have to put all attachments through a virus detection program whenever we _____ from the internet.

Odd one out 3 Which word is the odd one out?

- | | | | |
|-------------|-----------|--------------|---------------|
| 1 process | system | plan | routine |
| 2 staff | duties | workers | labour |
| 3 structure | hierarchy | organisation | configuration |
| 4 schedule | inventory | stock | goods |
| 5 key | secure | vital | critical |
| 6 optimise | generate | create | produce |



Writing practice: Conciseness

Short report 1 Match the words in bold with the following features of writing. Which of the features are positive and which should be avoided?

wordiness reference words repetition redundancy

- 1 Shares in dot.com companies rose quite sharply at the start **of 2000** but then lost a lot of value towards the end **of 2000**.
- 2 **The new software** allows us to process orders far more quickly. **It** also reduces processing costs by up to 40 per cent.
- 3 The number of subscribers started at 13,206 in 2001 and only went up **by a very small amount indeed** in the first quarter to 13,895.
- 4 By giving suppliers access to our extranet, **which we have done**, we have managed to greatly improve the efficiency of our tender system and sourcing processes.

2 Look at the following report. Although it is factually and grammatically accurate, it is unnecessarily long. Rewrite the report in 120–140 words without changing any facts.

- use reference words
- cut any repetition, redundancy and wordiness

The graph, which is above, shows the total UK sales per day of the week for Millennium Textiles' two best selling product lines – Ladies Office Wear and Ladies Casual Wear. The graph shows that very nearly £90,000 worth of Ladies Office Wear was sold on Mondays during the year 2001. This figure of £90,000 rose quite sharply to a total of £130,000 for Tuesdays. Wednesday and Thursday were very similar indeed with total sales of £140,000 and £135,000. The graph then shows a sharp rise in sales of Ladies Office Wear on Saturday and Sunday. The best day of the week was Saturday with total UK sales of £220,000. Total UK sales on Sundays were very nearly just as high, with a total of £190,000, which is very surprising. Sales of Ladies Casual Wear were quite a bit lower than sales of Ladies Office Wear between Monday and Friday. Only a total of £50,000 worth of Ladies Casual Wear was sold on Mondays in the year 2001. That's £40,000 less than Office Wear on Mondays. The graph shows £60,000 for Tuesdays, £65,000 for Wednesdays, £72,000 for Thursdays and £68,000 for Fridays. Once again there was a big jump at weekends. The company sold a total of £280,000 worth of Ladies Casual Wear on Saturdays in 2001 and almost as much on Sundays – £275,000 worth of items.