

Reaching Potential: Listening and Speaking Level IV



Business Answer Key

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THE UNIVERSITY OF BRITISH COLUMBIA

English as an Additional Language Programs

Okanagan School of Education

Reaching Potential: Listening and Speaking Level IV

Post Secondary Education Skills: Upper Intermediate English

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Page 5

Activity A: Business Success Stories

Business name: Hit a Note Winery

Reasons for success: They play music, warm and welcoming atmosphere,

Extra information: See transcript

Page 8

Activity B: Research

Key Word	Word Type	Definition
Export	Verb	To carry or send to some other place
	Noun	Something that can be exported
Found	Verb	To establish something, like a business
Establish	Verb	To institute something, to start something, usually a business
Market	Noun	The rate or price offered for a commodity, the available supply of or potential demand for a certain product or good
Niche	Noun	A specialized market
Multinational	Adjective	Operating in many countries
Target market	Noun	The market you want to sell a product to
Import	Verb	To bring into a place from another country
	Noun	The item you brought in
Invest	Verb	To commit money in order to earn a financial return
Launch	Verb	To start a company, usually on the first day
Lucrative	Adjective	Profitable
Homegrown	Adjective	Grown or produced at home or in a particular local area

Activity A: Listening to the Radio Interview

See highlighted information for answers.

Interviewer: Hi and welcome. My name is Paul Kitt., and this is Business Insights. I'm joined today by the founder and CEO of the Hit a Note Winery in Kelowna, BC, Alex White. This winery started off as a small one building shop with a vineyard but has now expanded to three different locations throughout the Okanagan in BC. Now Alex, firstly, why did you decide to get into the winery business when there was already a large number of wineries?

Alex: Hi Paul, thanks for having me. That's a great question. I always believed that those wineries were missing something. They had wine, but they had nothing unique about them. That's why I decided to set up the Hit a Note winery.

Interviewer: And what makes your winery successful in a market that already has a lot of wine?

Alex: Well, our niche is that we provide a combination of a warm and welcoming atmosphere and also the fact that we produce music onsite. We use the vibrations of the music produced here to help ferment the wine, so, you can create music and wine at the same time. We all know the Okanagan is home to many wineries, and Kelowna is a very vibrant and artsy city, so we figured why not combine both. I love wine, and I love music. I just combined my two passions.

Interviewer: Did you have any struggles when you set up your business?

Alex: Oh of course, it's never easy to get a business off the ground. In our first year, 2008, we dealt with the smoke from wildfires and an extremely cold winter. We nearly went belly up. In our second year, we had a major problem when we lost an entire batch of wine because of one staff member cutting corners. However, we managed to get through those problems and eventually our business got back on track. And then, it just took off.

Interviewer: What advice do you have for people wanting to set up their own businesses?

Alex: Just do it. You can't sit around and wait, you need to take a risk. Be prepared to work at a loss for a while, build up a loyal customer base who will promote your business through word of mouth, and most of all, don't cut corners, it never goes well.

Interviewer: Thank you very much Alex for your time.

Alex: Thank you for having me.

Interviewer: Welcome back to another episode of Business Insights. I'm Paul Kitt, and today we are going to interview Joan Ludgreen who is the creator, designer, and genius behind the company Violet Fashion. Thanks for joining us Joan.

Joan: Thank you for inviting me on Paul. I've been excited about this all week.

Interviewer: So your clothing company started off in 2005. Is that correct?

Joan: Yes, we were established in 2005, but we had the idea long before that.

Interviewer: And then by 2020 your company was the leading fashion brand in Canada, right?

Joan: It sure was, and we are only going to get bigger.

Interviewer: So tell me, how did you manage that?

Joan: Well, as you mentioned, we launched our business in 2005 and we kept our message simple, comfortable clothing for men, at an affordable price. We started off as a homegrown business, selling our clothing locally. It was not long before we couldn't keep up with demand.

Interviewer: A nice problem to have.

Joan: Oh yes, we had a niche business and didn't even realize it. We also had some people invest in our business and that really helped take us to the next level.

Interviewer: So you went from being established in 2005 to being a leading fashion company in the space of 15 years, wow. What was the turning point for you?

Joan: Well, the investors we had were from all over the world, and they helped us expand into other markets. I really felt we made it when we sent out our first exports to Europe. It was always a dream to have our products in stores across the world, and we did it! I still can't believe we are a multinational company.

Interviewer: Not bad for a local Kelowna company, eh? What's next for Violet Fashion?

Joan: Oh that's simple, we are expanding our target market. We want to create clothing for women as well as men. Since we were founded in 2005, I always had a dream of expansion and increasing our market. We have achieved a lot so far, but we are nowhere near finished.

Interviewer: Do you have any advice for up and coming entrepreneurs?

Joan: Hmmmm, don't give up. It took us a long time to get where we are. It was not easy and there were a lot of uphill battles. But we never lost focus and always stayed loyal to the goals we set when we established the company.

Interviewer: Can I ask, what are those goals?

Joan: One, create quality products at an affordable and ethical price. Two, have the best customer service in the business, and three, don't be afraid to make mistakes. I can't tell you how many mistakes we make, but we learn from them.

Interviewer: I can't thank you enough Joan for taking time out of your busy schedule to join us.

Joan: Thank you Paul. It was my pleasure.

Interviewer: Good morning to Business Insights. it's your favorite radio show host, Paul Kitt. Today we are joined by a local Kelowna business leader in the coffee world. This company, OK Coffee, started off as small shack at a local farmers market, but since then it has expanded to three locations in BC and more to come on the horizon. To start off, Kirra, I love your coffee!

Kirra: Oh thank you! A lot of people do!

Interviewer: Well, coffee shops are a dime a dozen these days. It seems that every corner has a coffee shop. What makes your coffee shop unique?

Kirra: It's simple really, from the moment we launched about 10 years ago, we have always provided a unique environment to enjoy your coffee. From the design inside the store, to the music we play, and the fact that we have a mini library in all our coffee shops, makes our coffee shop different than other mainstream coffee shops.

Interviewer: Where did you get the idea to have a 1950s themed coffee shop?

Kirra: I've always loved the 1950s. When I was a kid, my parents had an old record player and always had old music playing. I guess I grew up with it. I also loved watching movies from the 1950s and seeing how the coffee shops were then, well that's what inspired me to create a 1950s themed coffee shop, today. It's a rare niche, not many places offer this kind of environment to relax in. We have milkshakes, comics, our staff all wear uniforms from the 50s, and of course we have a lovely old dog in the shop that loves meeting new customers.

Interviewer: What is your target market?

Kirra: We really aim for anyone and everyone. Like most coffee shops, we have a morning rush, you know people going to work or school. But, it's the community meetings that we host which have become really popular. I know we have some study groups every Thursday, so students are a big factor in our success. And another thing is that a lot of people come to our coffee shop to just relax by themselves. It's a nice quiet atmosphere and perfect for studying or having some quiet downtime.

Interviewer: Where do you get your coffee?

Kirra: We import our coffee from several countries. When we were first established, we only had Brazilian coffee; However, now we import coffee from six different countries. I think my favorite is Colombian coffee. COVID made it a little difficult as some countries were not exporting, so we focused on new coffee beans, but it worked out in the end.

Interviewer: In the last three years your coffee shop has expanded to open up in three different locations. How is that going for you?

Kirra: Well, it has been fun but busy. I'm not going to lie, it was stressful at first because I had never envisioned us getting this big. But, with some good advice from our business advisors, we were able to manage the expansion. So now we have three stores, one in downtown Kelowna, one at the airport, and one at the local university.

Interviewer: Do you have any advice for someone who wants to set something similar up?

Kirra: Understand that it won't be lucrative at the start. It might take a few years before you can take a sunny holiday and not worry about the store you run, but it's worth it.

Interviewer: Where do you see your business in five to ten years?

Kirra: That's a great question. I'm not sure yet. We are thinking of opening a new location in Vancouver or Toronto. That would be very exciting but also a lot of work. Again COVID made it a little difficult to import supplies so we always have to think about that. But overall, I believe that in five to ten years we will have more stores and more loyal customers. I don't want to be a multinational company, but I'd love to be Canada's leading coffee chain.

Interviewer: Kirra, thank you very much for joining us today.

Kirra: Thank you for having me on your show Paul. I'm a big fan of Business Insights.

Page 14

Activity A: Complex Sentence Subjects

1. Hit a Note Winery
2. Coffee shop
3. Joan
4. They, OK Coffee
5. Hit a Note Winery

Page 15

Activity B: Match the Dependent Clause to the Independent Clause

1. D
2. B
3. E
4. A
5. C
6. F

Activity C: Identify Parts of Sentences

1. **When** the business was launched in 2010, OK Coffee was just a shack at a local farmer's market.
2. **Although** OK Coffee's sales were slow at the start, OK Coffee has expanded and now has four locations in BC.
3. Violet Fashion started exporting to Europe several years ago, their sales have **since** skyrocketed.
4. **Despite** having great sales, Violet Fashion plans to expand their target market.
5. **Because** Hit a Note Winery hosts concerts, it attracts a wide range of people, not just wine lovers.
6. **Despite** encountering several problems in the first two years, OK Coffee has become a leading coffee business in Canada

Activity D: Conjunctions

A.

1. Since
2. Despite
3. Because
4. Even though
5. Even if
6. While
7. After
8. Although

B.

Contrast: Although, Even though, Despite

Time: After, while, since

Condition: Even if

Reason: Because

Explain how some of these can be used in different contexts with different meanings.

Page 18

Activity E: Creating Complex Sentences

Suggested Answers:

1. Although having slow sales at the start, OK Coffee has become a leading coffee shop in Canada.
2. Despite having great sales, Violet Fashion plans to expand their target market.
3. Before expanding, OK Coffee was only using Brazilian beans.
4. Although not fast at first, sales picked for Violet Fashion after a fashion expert tweeted about them.
5. Not wanting to be another basic winery in the Okanagan, Hit a Note Winery introduced music as a way to ferment their wine.
6. Since opening two extra stores in Kelowna, OK Coffee's sales have skyrocketed and they are considering a new store in Vancouver or Toronto.

Page 19

Activity A: Open and Closed Questions

1. Closed
2. Open
3. Closed
4. Open
5. Open
6. Closed
7. Closed

Page 20

Activity B: Identify the Intonation

1. Rising
2. Falling
3. Rising
4. Rising
5. Falling
6. Rising
7. Rising

Page 21

Activity C: Intonation and Questions

1. Rising
2. Falling
3. Falling
4. Rising

5. Rising
6. Falling
7. Rising
8. Falling

Page 23

Activity A: Avoiding Questions

1. I don't see how that's relevant right now.
2. I'd like to hear your opinion on that first.
3. I'm not sure if I feel comfortable answering that question.
4. Mind your own business.
5. That's personal.
6. I haven't really thought about it too much. What do you think?
7. I'm not in a position to answer that.
8. Oh you know, enough.

Page 26

Activity A: Phrasal Verb and Idioms

All definitions sources from Merriam-Webster

1. Set up: To come into operation or use
2. Get off the ground: To begin to operate or proceed in a successful way
3. Cut corners: To perform some action in the quickest, easiest, or cheapest way
4. Go belly up: Hopelessly ruined or defeated
5. Throw in the towel: Give up
6. Take off: A rapid rise in activity, growth, or popularity

Page 27

Activity B: Gap Fill

1. Belly up
2. Set up
3. Get off the ground
4. Throw in the towel
5. Cut corners; took off

Page 28

Activity C: Questions and Answers

1. E
2. A
3. C
4. B
5. D

Page 31

Activity A: Effective and Ineffective Rhetorical Questions

1. Ineffective
2. Effective
3. Effective
4. Ineffective
5. Effective
6. Ineffective
7. Effective

Page 32

Activity B: Match the Question to the Situation

1. D
2. B
3. E
4. C
5. G
6. F
7. A