

Globalisation

Vocabulary

A Complete the passage about the US retailer *Wal-Mart* with appropriate words from the list.

acquisition	controlling interest	domestic	expansion
globalisation	joint ventures	overseas	targeted

Wal-Mart, the world's biggest retailer, increased its net earnings by almost 18% during its 4th quarter to 31 January. This was due to a large increase in its international profits. In early trading on the New York Stock Exchange, the shares rose by a dollar.

Wal-Mart is in the early stages of its *globalisation*...¹ programme. In December, it entered Europe with the² of a German hypermarket chain, *Wertkauf*.³ in other parts of the world has contributed to its profits. It has done well in Mexico, having bought a⁴ in the *Cifra* chain last September. Wal-Mart has stores in Argentina,

Brazil and Puerto Rico, and has⁵ or franchises in China and Indonesia.

In its⁶ market, the US, it has opened more superstores, which combine the out-of-town discount stores with a grocery department. These stores are⁷ at customers wanting to shop at one time in one place.

Wal-Mart's international division is planning to add about 60 stores to the 603 it already has open. It will also continue to be on the lookout for suitable acquisitions in⁸ markets. In the US, the company plans to add 26m sq. ft of retail floor space by opening new stores and superstores.

B The phrasal verbs below are used for telephoning. Match them with the correct meanings.

- 1 call back
- 2 cut off
- 3 get back to
- 4 get through
- 5 hang up
- 6 hold on
- 7 look up
- 8 pick up
- 9 put through
- 10 speak up

- a) make contact
- b) find
- c) contact again later
- d) wait
- e) talk louder
- f) telephone again
- g) break contact
- h) answer
- i) replace the receiver
- j) connect

C Put the phrasal verbs in exercise B in the correct order in a phone call.

Before call	Starting call	During call	Ending call	After call
				call back

D Complete these sentences with the phrasal verbs from exercise B. Make sure you use the correct tense.

- If you don't know a number you can always *look* it *up* in the directory.
- a minute, I'll see if she's free.
- It took a long time but eventually I to him.
- The switchboard me to the manager's office.
- This is a terrible line. I can't hear you very well. You'll have to
- I don't have the figures. I'll have to you tomorrow.
- I can't talk now. I'll you later.
- He's on his mobile and the signal is weak. That's why we keep getting
- When you finish a call you
- It's been ringing for ages. I wish she'd the phone.

Language review

Comparing

A Read the descriptions of two mobile phones. Write three sentences which explain the differences between the two phones.

For example: *The Cell XL1 is heavier than the Mobile XJ2.*



THE CELL XL1

Weight – 180 grams
Size – 7 cm by 14 cm by 3 cm
30 mins free calls every month
Calls billed by the second
2 year guarantee
PRICE £99



THE MOBILE XJ2

Weight – 100 grams
Size – 6 cm by 10 cm by 2 cm
30 mins free calls every month
Calls billed by the second
3 year guarantee
PRICE £150

B Write a short paragraph comparing one of your products (or services) or a product (or service) you know well with a product or service of a competitor.