



**PLANIT**  
TEACHERS

## English for Business Professionals: Enhancing Communication Skills

**Student Name:** \_\_\_\_\_

**Class:** \_\_\_\_\_

**Due Date:** \_\_\_\_\_

### Introduction and Vocabulary Building

Welcome to this homework sheet, designed to help you improve your business English skills. In this sheet, you will find a variety of activities and questions to help you practice your vocabulary, grammar, and communication skills.

#### **Vocabulary Building:**

Match the following words with their definitions:

- Retail management
- Corporate settings
- Marketing strategy
- Financial report
- Performance review

## Reading Comprehension

Read the following passage and answer the questions that follow:

"The company's marketing strategy is to increase sales by 10% within the next quarter. To achieve this goal, the marketing team will focus on social media advertising and email marketing. The team will also conduct market research to better understand customer needs and preferences."

### Questions:

1. What is the company's marketing goal?

2. How will the marketing team achieve this goal?

3. What type of research will the team conduct?

## Writing Practice

Write a short email to a colleague about a meeting to discuss a new marketing strategy. Include the following information:

- Date and time of the meeting
- Purpose of the meeting
- Any relevant documents or materials to bring

**Grammar Tip:** Use formal language and a professional tone in your email.

## Listening Comprehension

Listen to the following audio recording and answer the questions that follow:

[Insert audio recording of a business meeting]

### Questions:

1. What is the main topic of the meeting?

2. Who is leading the meeting?

3. What is the outcome of the meeting?

## Role-Play

You are a marketing manager and you need to present a new marketing strategy to your team. Your team is skeptical about the strategy and you need to convince them that it is a good idea.

### Questions:

1. What would you say to introduce the new marketing strategy?

2. How would you address the team's concerns?

3. What would you do to convince the team that the strategy is a good idea?

## Case Study

Read the following case study and answer the questions that follow:

"A company is launching a new product and needs to develop a marketing strategy to promote it. The company has a limited budget and needs to reach a wide audience."

### Questions:

1. What type of marketing strategy would you recommend for this company?

2. How would you allocate the budget?

3. What metrics would you use to measure the success of the marketing strategy?

## Grammar Practice

Complete the following sentences with the correct form of the verb in parentheses:

1. By the time I \_\_\_\_\_ (finish) my report, it was already 10 pm.

2. If I \_\_\_\_\_ (have) more time, I would have attended the meeting.

3. By next year, I \_\_\_\_\_ (work) for this company for five years.

## Vocabulary Building

Match the following words with their definitions:

- Supply chain management
- Financial reporting
- Human resources management
- Business etiquette
- Presentation skills



## Writing Practice

Write a short report on a business topic of your choice. Include the following information:

- Introduction to the topic
- Main points and supporting evidence
- Conclusion and recommendations

**Grammar Tip:** Use clear and concise language and organize your report in a logical manner.

## Conclusion and Reflection

Congratulations on completing this homework sheet! You have practiced your vocabulary, grammar, and communication skills, and have developed a better understanding of business English.

Reflect on what you have learned and what you would like to improve on. What skills do you need to work on? What topics would you like to learn more about?