**Student worksheets**

**Student's Worksheet 1**

**Part 1 Writing Task – Sample task**

You have received this message from your managing director.

> From: Callie Baxter
>
> Subject: Website issues
>
> The latest online customer reviews show that our products are popular, but our website is not user-friendly. This is affecting sales. I need to know the problems customers are experiencing and how we have dealt with the situation. I also need suggestions for improving the website.

Write an **email** to the managing director:

- say what the website problems are
- explain what action has been taken
- suggest how to improve the website

Write at least **50** words.

**Task requirements**

a. What do you need to write?
b. Who do you need to write to?
c. What information must you include in your answer?
d. How much do you need to write?

**Student's Worksheet 2**

The texts below are all responses to the task on **Student's Worksheet 1**. Which one do you think is the best response?

**<u>Response A</u>**

Hi Callie,

Thanks for your message. You're right, we've had loads of complaints about the website recently. Customers say it's really slow and some of the information is wrong. This is affecting sales, because customers just buy from websites which are easier to use. Let's ask the IT department to have a look.

Thanks,

Jasper

**<u>Response B</u>**

Dear Ms Baxter

Regarding your message about our website, the fall in online sales is mainly due to how long it takes to download pages and to checkout. Customers who have complained have been offered discounts, but we need a long-term solution. We should consider hiring an IT company to advise us. Would you like me to research some possible companies?

Regards

Jasper Clark

**<u>Response C</u>**

Ms Baxter

The website is not user-friendly. The main problems are the quality of the pictures and the product descriptions. We have removed some of the incorrect information. We ought to take new pictures and write new descriptions.

Yours,

J. Clark.

|   | **Length** Is the answer long enough? | **Content** Is all the necessary information included? | **Register** Is the answer in a suitable style for the reader? | **Language** Is there a good range of language? |
|---|---|---|---|---|
| **A** | | | | |
| **B** | | | | |
| **C** | | | | |

**Student's Worksheet 3**

Look at the different ways of making suggestions or recommendations. They are all suitable for neutral or formal business contexts. Complete the expressions with the correct form of the verb *to hire.*

| hire | hiring | to hire |
|------|--------|---------|

   a.  My suggestion/recommendation is that we _____ an IT company.
   b.  We ought to/should _____ an IT company.
   c.  I suggest/recommend _____ an IT company.
   d.  If we _____ an IT company, they will be able to advise us.
   e.  Perhaps we could _____ an IT company.
   f.  I think it would be a good idea _____ an IT company.
   g.  Have you considered _____ an IT company?